



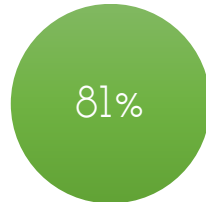
“Provide unique experiences
across the 5 senses,
by serving our customers and
community”.

Our Mission



Coffee Lovers

What do they Really Want?

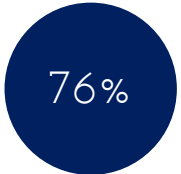


Sophistication and new **BLENDS**

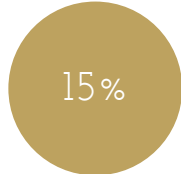


of coffee lovers are between 16-24

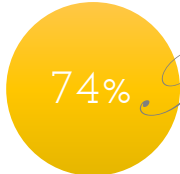
Different Tastes



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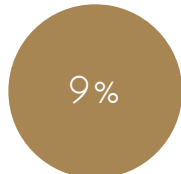
specialty coffee growth vs. 3% on standard coffee



New Products

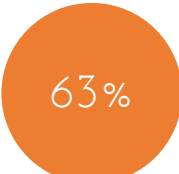
bio

Sustainable coffee

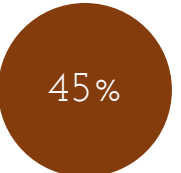


of sales, but only 5% of coffee plantation is for specialty coffee

Place for study and meetings



Better quality products



of consumers are ready to pay more for specialty coffee

A place to be with friends

New aromas and tastes



Why did we set up JC ?

Our Footsteps

The love for coffee is part of Brazilian tradition and history

High-end consumers are demanding quality products, impeccable service and unique experiences

Bringing process experience (roasting coffee) to the consumer

Inexistence of a brand name that represents Brazilian coffee in the local and international markets





Branding *Name and Logo*

Hand made, reflects how coffee should be done and reinforce the proximity with the customer.

The colors shows diversity of coffees, flavors, aroma and experiences from several regions in Brazil.

We partner with small coffee producers, enforcing family agriculture and enhancing value of Brazilian coffee growers.

Our brand has tradition, authenticity, Brazilian roots and represents our way to enjoy life, friends as we enjoy coffee.





Our Specialty Coffees

Excellence from Beginning to End



Sustainable, Fair Trade and Certified Coffee



More than 20 small producers all from 7 regions in Brazil



Specialty Coffee with detailed sensorial analysis (+80 points SCA)



Variety across regions, small lots, year and type (like wines)

Light Roast

Medium Roast

Intense Roast

DOC, Traceability of origin and process



Roasting process definition



Brewing Tips





More than 20
specialty coffees,
from
7 regions in Brazil,
within the best in
the world.

Our Products

Top Selection in your Cup

DOC Single Estate

Small coffee batches carefully tasted and selected by our coffee hunters, like great wines, due to their exceptional excellence, of specific origin, which provide aromas and flavors characteristic of the region, geographical position and climate.

Signature BLENDS

Compositions exhaustively tried to provide as one by magic, new flavors and aromas, specially created to suit you.

Limited Edition RESERVE

The best of the best, awarded and chosen by the greatest specialists of ABIC, BSCA, and regional Q Graders, in addition to the most important jury, our consumers. These coffees are the top selection.



Our Process

Quality and Traceability

Specialty coffee hunting

Selecting more than 20 specialty coffee types, from 7 regions in Brazil, Some of the best coffees in the world.



Roasting definition

Small roasting machines, Probatone 5. Full process traceability and roasting process control with Artisan software



Brewing and tasting



Traceability



Cupping Process





Our Coffee

Excellence from Beginning to End

Our group has extensive experience in coffees, operating from the selection of beans to the sale of roasted blends abroad. We buy from small producers, strengthening family farming and valuing Brazilian coffee growers.

We are roasting experts. we serve the local market and export green and roasted beans. We also provide complete data on the origin, roasting and traceability of the farm, with certificates of origin and sustainability such as: Rainforest, FairTrade, USDA among others.

Coffee from 7 Brazilian regions, and different “terroir”. We supply the best Arabica Single Origin or Blended coffee beans to meet the preferences of our partners and their markets, including washed and semi-washed, natural. Special coffees with more than 80 SCA points





Specialty Coffee

An Experience in Every Sip

Share with customers new experiences in specialty coffees, like the “great wines”, each one with flavors and aromas from the region

Small batches, DOC *Single Origen*, tasted and carefully selected by our *coffee hunters*, following the example of great wines, due to their exceptional excellence, of specific origin



More than 25 different types of coffee, from different regions of Brazil, with specific nuances of each region

Constant change of limited lots, new harvests, different flavors and aromas from each region, resulting in economic sustainability and incentive to small producers

A close-up photograph of a man with dark hair and a beard, wearing a dark blue shirt, holding a clear glass mug of coffee. He is smiling warmly at a young child with blonde hair, who is wearing a teal polo shirt and denim overalls. The child is also smiling broadly. The background is softly blurred, showing what appears to be a wooden chair. Overlaid on the image is a large, light blue, stylized graphic that resembles a leaf or a feather, with the word 'Puritas' written in a cursive font across it.

“Prepare better children
for our future”.

Our Social Mission



CAFÉS ESPECIAIS

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