



PRODUCTS
CATALOG

THE TASTE OF A SUCCESS STORY

Every story starts with a nice talk and a hot cup of coffee – and ours is not different. Café Pacaembu was born this way, in a good chat, with the taste of dreams and extra doses of dedication and accomplishments.

Everything started in 1957, with a small coffee roaster downtown Vargem Grande do Sul, in São Paulo's countryside. There, Michel Halla put together his passions (coffee and soccer) and turned them into a strong, remarkable name: Café Pacaembu.

Since then many things happened. Learnings, conquests, many important people passed through the company, clients that made the difference. Michel's entrepreneur look surpassed decades, made the brand grow in capacity and relevance, bringing greatness to the region and surroundings.

It's a journey set by work and evolution: the humble coffee roaster is today one of the most developed industries in Latin America.



CERTIFICATIONS

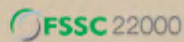
QUALITY AND CONFIDENCE GUARANTEE

Since the beginning, in 1957, many things changed – the way of working, the machinery, the offer variety... even the packages. But one thing is the same: our compromise with the quality of each product. And as a recognition of our care and dedication, we collected a lot of certificates along these years – the formal proof of our excellence in the process and production of the best coffee!



ISO 9001:2015 – Quality Management System *(Certificate)*

This is the certificate that assures the company capacity of providing products and services regularly that assist the client's necessity and expectations, ensuring the greatest satisfaction.



FSSC 22000 – Food Safety Management System *(Ongoing Implementation)*

This regulation ensures the food security standards in the productive process and the supply chain. It's recognized by the Global Food Safety Initiative (GFSI), that permits the organization to use requirements to support the demands of many global retailers or big brands, using a unique food safety management system internationally recognized.



ISO 14001:2015 – Environmental Management System *(Ongoing Implementation)*

It's the regulation created to help companies identify, prioritize and manage their environment risks as part of their usual practice, making the company pay more attention to the most relevant issues of their business. ISO 14001 demands that the companies commit themselves to the pollution prevention and continuous improvement, as part of the business management cycle.



Coffee Quality Program – CQP *(Certificate)*

The coffee quality program aims to add value, teach and enlarge the consumption through continuous improvement of coffee. Throughout the beverage taste profile, the consumer has the complete information about the grain quality characteristics, that is certified in three categories: Traditional, Superior and Gourmet.



Purity Program ABIC *(Certificate)*

It's a permanent program that attests the purity of coffee through a continuous monitoring preventing any kind of product adulteration.



São Paulo Seal *(Certificate)*

A program created by the State of São Paulo government that has as a main goal assure the quality of the products from the category "Superior and Gourmet" through inspections in the production process, according to rules and standards of quality established by the Agriculture and Supply Bureau.



Seal or recycle *(Certificate)*

It's the certificate that ensures the recycling of post-consumption waste in a sustainable way. A methodology that promotes the development of a recycling chain and encourages the local economy. Café Pacaembu recycles 100% of plastic and cardboard used in their packages.

GROUNDED AND ROASTED COFFEE AND ROASTED COFFEE BEANS LINE

In fairness: coffee is not the same! There are a lot of beans, roasting and grinding variations, harvest, growth, climate...The result? Different types of coffee, in our line of grounded and roasted and roasted beans – all of them with extraordinary scents and taste, with quality recognized by the most respected institutions in the sector.

Here are the different coffee categories:

TRADITIONAL

For breakfast, after lunch or in the afternoon. Pure, with milk, with hot bread or around dear people. It doesn't matter the occasion, this coffee is a delicious company at the Brazilian table day by day, with a reasonable price and recommended quality – bringing flavor to the cups and scents to all the moments.

SUPERIOR

A nice coffee goes beyond the cup. It brings delicious moments to our memory and to our taste, unforgettable experiences. Its beans are selected and the dedication in the whole process brings to this coffee sweetness and intense and balanced flavor, making it more valuable.

GOURMET

A charming taste that brings more value to each cup. Being gourmet is being more than special. It's the perfect combination of the highest quality 100% Arabica beans and a balanced, perfect roasting, providing the pleasure of enjoying an exclusive beverage, with a refined taste, intense scent, an agreeable completion and a smooth touch.



TRADITIONAL CATEGORY

TRADITIONAL VERSION



✓ SALES PITCH

- It's on the ninth position in the national ranking
- 100% automated process
- High turnover in the category
- Certified qualification
- The grounded and roasted coffee is the most consumed by the Brazilian people (around 90%)

✓ DIFFERENTIALS

- Selected beans
 - Medium roasting process
 - Blend with prevalence of Arabica beans
 - Balanced and full-bodied taste
- Pouch version
- Greater exposure of the brand
 - Keeps the scent and flavor much more
 - Stands on the shelf
 - Takes less space in the supermarket gondolas
- See the products differentials table on page 40.

Available in: 250 g and 500 g blisters, 250 g and 500 g vacuum-packaging and 500 g pouch.

Shelf life: 6 months (blisters), 1 and a half year (vacuum-packaging) and 1 year (pouch).



IT'S GOOD TO KNOW

TECHNICAL INFORMATION:

BLEND: Arabica and Conilon [prevalence of Arabica].
KIND OF BEVERAGE: Hard
ROASTING PROCESS: Medium

✓ SENSORY SCALE



TRADITIONAL CATEGORY

TRADITIONAL VERSION



TRADITIONAL GROUNDED AND ROASTED COFFEE 250g BLISTER

PRODUCT CODE: 2002
(NCM) TAX CLASSIFICATION: 0901.21.00
WEIGHT: 250g
BEST BEFORE: 6 months

EAN [UNIT]



DUN [BOX/BALE]



TRADITIONAL GROUNDED AND ROASTED COFFEE 500g BLISTER

PRODUCT CODE: 2001
(NCM) TAX CLASSIFICATION: 0901.21.00
WEIGHT: 500g
BEST BEFORE: 6 months

EAN [UNIT]



DUN [BOX/BALE]



TRADITIONAL GROUNDED AND ROASTED COFFEE 500g POUCH

PRODUCT CODE: 2182
(NCM) TAX CLASSIFICATION: 0901.21.00
WEIGHT: 500g
BEST BEFORE: 1 year

EAN [UNIT]



DUN [BOX/BALE]



TRADITIONAL GROUNDED AND ROASTED 250g VACUUM-PACKAGING

PRODUCT CODE: 3060
(NCM) TAX CLASSIFICATION: 0901.21.00
WEIGHT: 250g
BEST BEFORE: 1 year and 6 months

EAN [UNIT]



DUN [BOX/BALE]



TRADITIONAL GROUNDED AND ROASTED 500g VACUUM-PACKAGING

PRODUCT CODE: 2085
(NCM) TAX CLASSIFICATION: 0901.21.00
WEIGHT: 500g
BEST BEFORE: 1 year and 6 months

EAN [UNIT]



DUN [BOX/BALE]



FRESHLY GROUND COFFEE 500g PAPER PACKAGING

PRODUCT CODE: 5072
(NCM) TAX CLASSIFICATION: 0901.21.00
WEIGHT: 500g
BEST BEFORE: 3 months

EAN [UNIT]



TRADITIONAL ROASTED BEANS 5 kg BLISTER

PRODUCT CODE: 2003
(NCM) TAX CLASSIFICATION: 0901.21.00
WEIGHT: 5kg
BEST BEFORE: 3 months

EAN [UNIT]



TRADITIONAL CATEGORY

EXTRA STRONG VERSION



✓ SALES PITCH

- It's on the ninth position in the national ranking
- 100% automated process
- High turnover in the category
- Certified qualification
- The grounded and roasted coffee is the most consumed by the Brazilian people (around 90%)

✓ DIFFERENTIALS

- Selected beans
 - Medium/ dark roasting
 - Blend with prevalence of Arabica beans
 - Strong and remarkable flavor
 - Pouch version
 - Greater exposure of the brand
 - Keeps the scent and flavor much more
 - Stands on the shelf
 - Takes less space in the supermarket gondolas
- See the products differentials table on page 40.

Available in: 250 g and 500 g blisters, 250 g and 500 g vacuum-packaging and 500 g pouch.

Shelf life: 6 months (blisters), 1 and a half year (vacuum-packaging) and 1 year (pouch).



Medium/dark roasting

IT'S GOOD TO KNOW

TECHNICAL INFORMATION:

BLEND: Arabica and Conilon [prevalence of Arabica].

KIND OF BEVERAGE: Hard

ROASTING PROCESS: Medium/ dark roasting

✓ SENSORY SCALE



TRADITIONAL CATEGORY

EXTRA STRONG VERSION



EXTRA STRONG GROUND AND ROASTED COFFEE 250g BLISTER

PRODUCT CODE: 2128
(NCM) TAX CLASSIFICATION: 0901.21.00
WEIGHT: 250g
BEST BEFORE: 6 months

EAN [UNIT]



DUN [BOX/BALE]



EXTRA STRONG GROUND AND ROASTED COFFEE 500g BLISTER

PRODUCT CODE: 2105
(NCM) TAX CLASSIFICATION: 0901.21.00
WEIGHT: 500g
BEST BEFORE: 6 months

EAN [UNIT]



DUN [BOX/BALE]



EXTRA STRONG GROUND AND ROASTED COFFEE 500g POUCH

PRODUCT CODE: 2212
(NCM) TAX CLASSIFICATION: 0901.21.00
WEIGHT: 500g
BEST BEFORE: 1 year

EAN [UNIT]



DUN [BOX/BALE]



EXTRA STRONG GROUND AND ROASTED 250g VACUUM-PACKAGING

PRODUCT CODE: 3061
(NCM) TAX CLASSIFICATION: 0901.21.00
WEIGHT: 250g
BEST BEFORE: 1 year and 6 months

EAN [UNIT]



DUN [BOX/BALE]



EXTRA STRONG GROUND AND ROASTED 500g VACUUM-PACKAGING

PRODUCT CODE: 2137
(NCM) TAX CLASSIFICATION: 0901.21.00
WEIGHT: 500g
BEST BEFORE: 6 months

EAN [UNIT]



DUN [BOX/BALE]



TRADITIONAL CATEGORY

TRADITION COFFEE AND EXTRA STRONG TRADITION COFFEE



✓ SALES PITCH

- It's on the ninth position in the national ranking
- 100% automated process
- High turnover in the category
- Certified qualification
- The grounded and roasted coffee is the most consumed by the Brazilian people [around 90%]

✓ DIFFERENTIALS

TRADITION COFFEE (blister)

- Selected beans with percentage of PVA
 - Medium roasting process
 - Blend with prevalence of Arabica beans
 - Strong flavor with intense acidity
- See the products differentials table on page 40.

Available in: 250 g and 500 g blisters

Shelf life: 6 months.

EXTRA STRONG COFFEE (vacuum-packaging)

- Selected beans with percentage of PVA
 - Medium/ dark roasting**
 - Blend with prevalence of Arabica beans
 - Strong flavor with intense acidity
- Look at the differentials table on page 40.

Available in: 500 g vacuum-packaging

Shelf life: 1 year and 6 months.

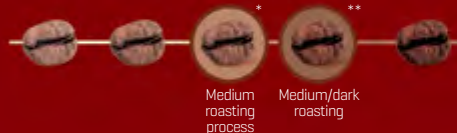
IT'S GOOD TO KNOW

TECHNICAL INFORMATION:

BLEND: Arabica and Conilon [prevalence of Arabica].

KIND OF BEVERAGE: Hard

ROASTING PROCESS: Medium/ dark roasting



✓ SENSORY SCALE



TRADITIONAL CATEGORY

TRADITION COFFEE AND EXTRA STRONG TRADITION COFFEE



GROUNDING AND ROASTED COFFEE 250g BLISTER

PRODUCT CODE: 2020
 [NCM] TAX CLASSIFICATION: 0901.21.00
 WEIGHT: 250g
 BEST BEFORE: 6 months

EAN [UNIT]



DUN [BOX/BALE]



GROUNDING AND ROASTED COFFEE 500g BLISTER

PRODUCT CODE: 2021
 [NCM] TAX CLASSIFICATION: 0901.21.00
 WEIGHT: 500g
 BEST BEFORE: 6 months

EAN [UNIT]



DUN [BOX/BALE]



EXTRA STRONG GROUNDING AND ROASTED 500g VACUUM-PACKAGING

PRODUCT CODE: 2043
 [NCM] TAX CLASSIFICATION: 0901.21.00
 WEIGHT: 500g
 BEST BEFORE: 1 year and 6 months

EAN [UNIT]



DUN [BOX/BALE]



TRADITIONAL CATEGORY

COFFEE BEANS



✓ SALES PITCH

- Coffee with the best cost-benefit and quality certified by Café Pacaembu
- It's on the ninth position in the national ranking
- 100% automated process
- High turnover in the category
- Certified qualification
- The grounded and roasted coffee is the most consumed by the Brazilian people [around 90%]

✓ DIFFERENTIALS

GRÃO DA TERRA COFFEE

- Selected beans with percentage of PVA
 - Medium roasting process
 - Blend with prevalence of Arabica beans
 - Flavor with intense acidity
- See the products differentials table on page 40.

Available in: 500 g blisters

Shelf life: 6 months

IT'S GOOD TO KNOW

TECHNICAL INFORMATION:

- BLEND:** Arabica and Conilon [prevalence of Arabica].
- KIND OF BEVERAGE:** Hard
- ROASTING PROCESS:** Medium



Medium roasting process

✓ SENSORY SCALE



TRADITIONAL CATEGORY

COFFEE BEANS



**GROUNDING AND ROASTED
COFFEE 500g BLISTER**

PRODUCT CODE: 2042
(NCM) TAX CLASSIFICATION: 0901.21.00
WEIGHT: 500g
BEST BEFORE: 6 months

EAN [UNIT]



DUN [BOX/BALE]



SUPERIOR CATEGORY

SUPERIOR VERSION



✓ SALES PITCH

- It's on the ninth position in the national ranking
- 100% automated process
- Product of higher added value
- Increases profitability
- Packaging valued by consumers
- Certified qualification

✓ DIFFERENTIALS

- Selected beans
 - Medium roasting process
 - Blend with prevalence of Arabica beans
 - Intense and balanced taste
- See the products differentials table on page 40.

Available in: 250 g and 500 g vacuum-packaging

Shelf life: 1 year and 6 months

IT'S GOOD
TO KNOW

TECHNICAL INFORMATION:

BLEND: Arabica and Conilon
(prevalence of Arabica).

KIND OF BEVERAGE: Hard

ROASTING PROCESS: Medium



Medium roasting
process

✓ SENSORY SCALE



SUPERIOR CATEGORY

SUPERIOR VERSION



GROUND AND ROASTED SUPERIOR 250g VACUUM-PACKAGING

PRODUCT CODE: 2233
[NCM] TAX CLASSIFICATION: 0901.21.00
WEIGHT: 250g
BEST BEFORE: 1 year and 6 months

EAN [UNIT]



DUN [BOX/BALE]



GROUND AND ROASTED SUPERIOR 500g VACUUM-PACKAGING

PRODUCT CODE: 2008
[NCM] TAX CLASSIFICATION: 0901.21.00
WEIGHT: 500g
BEST BEFORE: 1 year and 6 months

EAN [UNIT]



DUN [BOX/BALE]



GOURMET CATEGORY

GOURMET VERSION



✓ SALES PITCH

- It's on the ninth position in the national ranking
- 100% automated process
- Unique and special coffee
- Great value added
- High profitability
- Certified qualification

✓ DIFFERENTIALS

- 100% Arabica
 - Selected beans
 - Medium roasting process
 - Special coffee
 - Smooth and refined taste
- See the products differentials table on page 40.

Available in: 500 g vacuum-packaging and espresso 500 g and 1 kg

Shelf life: 4 months [whole beans packaging], 1 year and 6 months [vacuum-packaging]



Medium roasting process

IT'S GOOD TO KNOW

TECHNICAL INFORMATION:

BLEND: 100% Arabica
KIND OF BEVERAGE: Soft
ROASTING PROCESS: Medium

✓ SENSORY SCALE



GOURMET CATEGORY

GOURMET VERSION



GROUNDING AND ROASTED GOURMET COFFEE 500g VACUUM-PACKAGING

PRODUCT CODE: 2009
[NCM] TAX CLASSIFICATION: 0901.21.00
WEIGHT: 500g
BEST BEFORE: 1 year and 6 months

EAN [UNIT]



DUN [BOX/BALE]



ESPRESSO GOURMET ROASTED BEANS 500g PACKAGE

PRODUCT CODE: 2181
[NCM] TAX CLASSIFICATION: 0901.21.00
WEIGHT: 500g
BEST BEFORE: 4 months

EAN [UNIT]



DUN [BOX/BALE]



ESPRESSO GOURMET ROASTED BEANS 1kg PACKAGE

PRODUCT CODE: 2004
[NCM] TAX CLASSIFICATION: 0901.21.00
WEIGHT: 1Kg
BEST BEFORE: 4 months

EAN [UNIT]



DUN [BOX/BALE]



GROUNDED AND ROASTED CAPSULE COFFEE LINE

Practicality and quality in a capsule, able to provide the most delicious experiences in flavor and scents. In 5 Intensity versions and 3 Scents versions, NOSTRO LINE has been developed through a combination of the best beans, in order to please the most demanding tastes. Try it and surprise yourself!



CAPSULES

STRONG, INTENSE AND LARGE INTENSE, BALANCED AND LIGHT VERSIONS



✓ SALES PITCH

- It's on the ninth position in the national ranking
- Functional packaging and special design can be used as a capsule holder
- The only capsule with nitrogen management compatible with Nespresso Machine
- High profitability
- Opportunity in the POS: it can be exposed in the horizontal or vertical position
- The only company with total production control, from the beginning to the end, ensuring quality and exquisite taste to our coffee

✓ DIFFERENTIALS

STRONG INTENSITY



- It presents chocolate hints and slight spices
- Remarkable personality and intense flavor
- Enveloping scent.

INTENSE AND LARGE INTENSE INTENSITY



- It shows remarkable chocolate hints
- Perfect balance between smooth body and citric acidity of medium intensity
- Pleasant sensation in the mouth

BALANCED INTENSITY



- It shows citric hints and a balance between sweetness and acidity

LIGHT INTENSITY



- It has a combination of citric and chocolate and caramel hints
- Full-bodied beverage with a smooth touch for the taste
- Perfect citric acidity with a refreshing completion

Available in: Container with 10 capsules

Shelf life: 1 year

CAPSULES

STRONG, INTENSE AND LARGE INTENSE, BALANCED AND LIGHT VERSIONS



DISPLAY BOX CAPSULES WITH 6 CONTAINERS IN STRONG VERSION 50g

DISPLAY CODE: 2154
[NCM] TAX CLASSIFICATION: 0901.21.00
WEIGHT: 50g
BEST BEFORE: 1 year

EAN [UNIT]

DUN [BOX/DISPLAY]



DISPLAY BOX CAPSULES WITH 12 CONTAINERS IN STRONG VERSION 50g

DISPLAY CODE: 2142
[NCM] TAX CLASSIFICATION: 0901.21.00
WEIGHT: 50g
BEST BEFORE: 1 year

DUN [BOX/DISPLAY]



DISPLAY BOX CAPSULES WITH 6 CONTAINERS IN INTENSE VERSION 50g

DISPLAY CODE: 2155
[NCM] TAX CLASSIFICATION: 0901.21.00
WEIGHT: 50g
BEST BEFORE: 1 year

EAN [UNIT]

DUN [BOX/DISPLAY]



DISPLAY BOX CAPSULES WITH 12 CONTAINERS IN INTENSE VERSION 50g

DISPLAY CODE: 2143
[NCM] TAX CLASSIFICATION: 0901.21.00
WEIGHT: 50g
BEST BEFORE: 1 year

DUN [BOX/DISPLAY]



DISPLAY BOX CAPSULES WITH 6 CONTAINERS IN LARGE VERSION 60g

DISPLAY CODE: 2156
[NCM] TAX CLASSIFICATION: 0901.21.00
WEIGHT: 60g
BEST BEFORE: 1 year

EAN [UNIT]

DUN [BOX/DISPLAY]



DISPLAY BOX CAPSULES WITH 12 CONTAINERS IN LARGE VERSION 60g

DISPLAY CODE: 2144
[NCM] TAX CLASSIFICATION: 0901.21.00
WEIGHT: 60g
BEST BEFORE: 1 year

DUN [BOX/DISPLAY]



DISPLAY BOX CAPSULES WITH 6 CONTAINERS IN LIGHT VERSION 50g

DISPLAY CODE: 2157
[NCM] TAX CLASSIFICATION: 0901.21.00
WEIGHT: 50g
BEST BEFORE: 1 year

EAN [UNIT]

DUN [BOX/DISPLAY]



DISPLAY BOX CAPSULES WITH 12 CONTAINERS IN LIGHT VERSION 50g

DISPLAY CODE: 2145
[NCM] TAX CLASSIFICATION: 0901.21.00
WEIGHT: 50g
BEST BEFORE: 1 year

DUN [BOX/DISPLAY]



DISPLAY BOX CAPSULES WITH 6 CONTAINERS IN BALANCED VERSION 50g

DISPLAY CODE: 2188
[NCM] TAX CLASSIFICATION: 0901.21.00
WEIGHT: 50g
BEST BEFORE: 1 year

EAN [UNIT]

DUN [BOX/DISPLAY]



DISPLAY BOX CAPSULES WITH 12 CONTAINERS IN BALANCED VERSION 50g

DISPLAY CODE: 2187
[NCM] TAX CLASSIFICATION: 0901.21.00
WEIGHT: 50g
BEST BEFORE: 1 year

DUN [BOX/DISPLAY]



CAPSULES

VANILLA, CARAMEL AND CHOCOLATE VERSIONS



✓ SALES PITCH

- It's on the ninth position in the national ranking
- Functional packaging and special design can be used as a capsule holder
- The only capsule with nitrogen management compatible with Nespresso Machine
- High profitability
- Opportunity in the POS: it can be exposed in the horizontal or vertical position
- The only company with total production control, from the beginning to the end, ensuring quality and exquisite taste to our coffee

✓ DIFFERENTIALS

- It presents citric hints balancing sweetness and acidity, with a gentle scent and vanilla, chocolate and caramel taste.

VANILLA, CARAMEL AND CHOCOLATE INTENSITY



CAPSULES

VANILLA, CARAMEL AND CHOCOLATE VERSIONS



Imagem do cartucho



DISPLAY BOX CAPSULES WITH 6 CONTAINERS IN VANILLA VERSION 50g

PRODUCT CODE: 2199
[NCM] TAX CLASSIFICATION: 0901.21.00
WEIGHT: 50g
BEST BEFORE: 1 year

EAN [UNIT]



7 896048 301383

DUN [BOX/BALE]



17896048301380



DISPLAY BOX CAPSULES WITH 6 CONTAINERS IN CARAMEL VERSION 50g

PRODUCT CODE: 2200
[NCM] TAX CLASSIFICATION: 0901.21.00
WEIGHT: 50g
BEST BEFORE: 1 year

EAN [UNIT]



7 896048 301390

DUN [BOX/BALE]



17896048301397



DISPLAY BOX CAPSULES WITH 6 CONTAINERS IN CHOCOLATE VERSION 50g

PRODUCT CODE: 2198
[NCM] TAX CLASSIFICATION: 0901.21.00
WEIGHT: 50g
BEST BEFORE: 1 year

EAN [UNIT]



7 896048 301376

DUN [BOX/BALE]



17896048301373

INSTANT LINE

In a blink of an eye, delicious beverages can be prepared: from pure coffee to cappuccinos in different flavors. Because unforgettable experiences at the table can't wait!



INSTANT LINE

CAPPUCCINO AND SOLUBLE COFFEE VERSIONS



✓ SALES PITCH

CAPPUCCINO

- Enjoy the winter: sales in this period correspond to 50% of the whole year.
- Delicious to taste at the end of the day and in the evening.
- Very practical, instant cappuccino is praised by Brazilian people.
- Versatile: it can be consumed hot, in shakes or cold vitamins.
- With a refined taste, cappuccino stands out in the gourmet area.

SOLUBLE COFFEE*

- The favorite one of the medium income class, with significant purchase power.
- Refill pack is really praised by the consumers.
- Great sales opportunity: 32% buy soluble coffee once a week!
- In 2016, it represented between 580 and 590 million reais billing in food retail.

*Source: Modern Supermarket Categories Guide

✓ DIFFERENTIALS

GRANULATED INSTANT COFFEE

IS THE COFFEE FOR THOSE WHO HAVE NO TIME TO WASTE

- Instant dissolution in hot water or milk
- Strong and remarkable taste
- Practicality: Ready in instants!

Available in: 50 g sachet

Shelf life: 1 year and 6 months

TRADITIONAL CAPPUCCINO

ALL TIMES CLASSICAL

- Full-bodied in the right measure
- Unique creaminess and taste
- Practicality: Ready in instants!

Available in: 200 g pot and 100 g sachet

Shelf life: 1 year

LIGHT CAPPUCCINO

YOUR CAPPUCCINO EVEN LIGHTER

- 30% less calories
- With the same creaminess and the cappuccino taste you already know
- Practicality: Ready in instants!

Available in: 140 g pot and 70 g sachet

Shelf life: 1 year

CHOCOLATE CAPPUCCINO

THE CLASSICAL WITH A SPECIAL TOUCH

- The cappuccino you already know combined with chocolate flavor
- The perfect recipe for chocolate lovers!
- Practicality: ready in an instant!

Available in: 200 g pot

Shelf life: 1 year

INSTANT LINE



LIGHT 140g POT

PRODUCT CODE: 3002
(NCM) TAX CLASSIFICATION: 2101.11.90
WEIGHT: 140g
BEST BEFORE: 1 year

EAN [UNIT]



DUN [BOX/BALE]



TRADITIONAL 200g POT

PRODUCT CODE: 3001
(NCM) TAX CLASSIFICATION: 2101.11.90
WEIGHT: 200g
BEST BEFORE: 1 year

EAN [UNIT]



DUN [BOX/BALE]



CHOCOLATE 200g POT

PRODUCT CODE: 3035
(NCM) TAX CLASSIFICATION: 1901.90.90
WEIGHT: 200g
BEST BEFORE: 1 year

EAN [UNIT]



DUN [BOX/BALE]



LIGHT 70g SACHET

PRODUCT CODE: 3008
(NCM) TAX CLASSIFICATION: 2101.11.90
WEIGHT: 70g
BEST BEFORE: 1 year

EAN [UNIT]



DUN [BOX/BALE]



TRADITIONAL 100g SACHET

PRODUCT CODE: 3007
(NCM) TAX CLASSIFICATION: 2101.11.90
WEIGHT: 100g
BEST BEFORE: 1 year

EAN [UNIT]



DUN [BOX/BALE]



TRADITIONAL 1kg PACKAGE

PRODUCT CODE: 3004
(NCM) TAX CLASSIFICATION: 2101.11.90
WEIGHT: 1kg
BEST BEFORE: 8 months

EAN [UNIT]



DUN [BOX/BALE]



STRONG SOLUBLE 50g

PRODUCT CODE: 3047
(NCM) TAX CLASSIFICATION: 2101.11.10
WEIGHT: 50g
BEST BEFORE: 1 year e 6 months

EAN [UNIT]



DUN [BOX/BALE]



CHOCOLATE MILK LINE

CHOCOLATE MILK LINE INSTANT AND SUGAR FREE VERSIONS



✓ SALES PITCH

- Very practical
- Competitive price
- Brand known by the consumers

✓ DIFFERENTIALS

TRADITIONAL CHOCOLATE POWDER

- 10 vitamins sources + iron and zinc

Available in: 400 g pouch

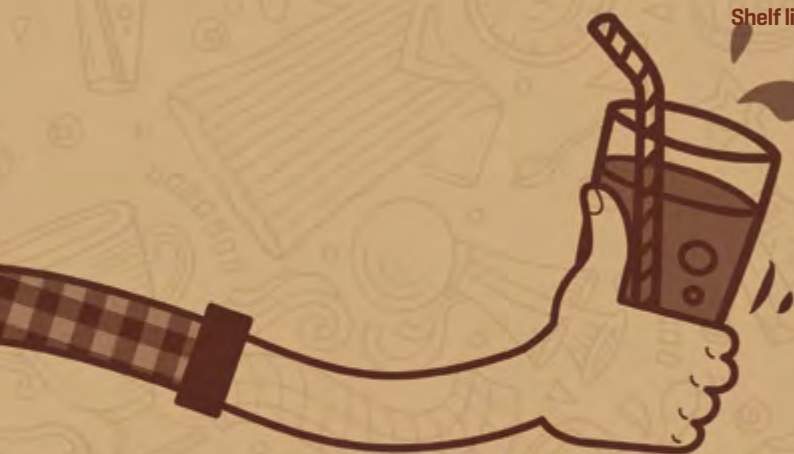
Shelf life: 12 months

SUGAR FREE CHOCOLATE POWDER

- Sugar free

Available in: 210 g pot

Shelf life: 18 months



INSTANT LINE



TRADITIONAL CHOCOLATE POWDER 400g

PRODUCT CODE: 3058
[NCM] TAX CLASSIFICATION: 1806.90.00
WEIGHT: 400g
BEST BEFORE: 18 months

EAN [UNIT]



7 896048 301307

DUN [BOX/BALE]



17896048301304



SUGAR FREE CHOCOLATE POWDER 210g

PRODUCT CODE: 3052
[NCM] TAX CLASSIFICATION: 1806.90.00
WEIGHT: 210g
BEST BEFORE: 18 months

EAN [UNIT]



7 896048 301314

DUN [BOX/BALE]



17896048301311

FILTER LINE

One of the secrets of a well drip coffee is the filter. It doesn't matter if it's disposable or reused – what is worth is to have the quality of who has expertise in coffee.



FILTER LINE

PAPER FILTER AND REUSABLE FILTER VERSIONS



✓ SALES PITCH

PAPER FILTER

- Retailing opportunity: 81% of filter paper sales are done in supermarkets!
- Sales growth in wholesale
- It's the favorite of low income class
- The one that represents the most part of Brazilian population
- High consume in the South and Southeast regions

REUSABLE FILTER

- It filters faster, providing more taste and scent to your coffee
- Nonwoven fabric (TNT) innovative technology: It ensures the quality of the filter without changing the taste even for 5 applications or washes!
- Reusable and economical.
- Environmental responsibility: It's recyclable and doesn't use chemicals or wood in its production.

✓ DIFFERENTIALS

102 AND 103 PAPER FILTER

TO BREW YOUR COFFEE IN A BETTER WAY

- Disposable and practical
- Resistant sealing

Available in: Package with 30 units

103 POLYPROPYLENE REUSABLE FILTER

MORE ECONOMY AND REUSABLE

- It can be reused 5 times! It's faster
- Resistant sealing

Available in: Package with 30 units

FILTER LINE



N° 103 PAPER FILTER BOX WITH 30 UNITS

PRODUCT CODE: 3025
[NCM] TAX CLASSIFICATION: 4823.20.99
BEST BEFORE: 5 years

EAN [UNIT]



DUN [BOX/BALE]



N° 102 PAPER FILTER BOX WITH 30 UNITS

PRODUCT CODE: 3059
[NCM] TAX CLASSIFICATION: 4823.20.99
BEST BEFORE: 5 years

EAN [UNIT]



DUN [BOX/BALE]



N° 103 POLYPROPYLENE REUSABLE BOX WITH 30 UNITS

PRODUCT CODE: 3024
[NCM] TAX CLASSIFICATION: 6307.90.10
BEST BEFORE: 3 years

EAN [UNIT]



DUN [BOX/BALE]



CAKE MIX LINE

Practicality and quality together in a product, able to provide the most delicious experiences. In 5 different mixes, the CAKE LINE was developed from the combination of the best ingredients, in order to please the most demanding tastes. Try it and surprise yourself!



CAKE MIX LINE

ORANGE, CORN MEAL, CHOCOLATE, PARTY AND COCONUT VERSIONS



✓ SALES PITCH

- Accessible price
- Quality and flavor
- Product cycle

✓ DIFFERENTIALS

CAKE MIX

- Flavor and quality
- Competitive price

Available in: 400g pouch

Shelf life: 12 months



CAKE MIX LINE



ORANGE CAKE MIX 400g

PRODUCT CODE: 3056
(NCM) TAX CLASSIFICATION: 1901.20.00
WEIGHT: 400g
BEST BEFORE: 12 months

EAN [UNIT]



DUN [BOX/BALE]



CHOCOLATE CAKE MIX 400g

PRODUCT CODE: 3057
(NCM) TAX CLASSIFICATION: 1901.20.00
WEIGHT: 400g
BEST BEFORE: 12 months

EAN [UNIT]



DUN [BOX/BALE]



CORN MEAL CAKE MIX 400g

PRODUCT CODE: 3054
(NCM) TAX CLASSIFICATION: 1901.20.00
WEIGHT: 400g
BEST BEFORE: 12 months

EAN [UNIT]



DUN [BOX/BALE]



PARTY CAKE MIX 400g

PRODUCT CODE: 3055
(NCM) TAX CLASSIFICATION: 0901.20.00
WEIGHT: 400g
BEST BEFORE: 12 months

EAN [UNIT]



DUN [BOX/BALE]



COCONUT CAKE MIX 400g

PRODUCT CODE: 3053
(NCM) TAX CLASSIFICATION: 0901.20.00
WEIGHT: 400g
BEST BEFORE: 12 months

EAN [UNIT]







DUN [BOX/BALE]



LOGISTICS

PALLETING

	SHIPPING BOX 16 BOXES BY BALLAST				PACKAGES 7 PACKAGES BY BALLAST		
	BALE 10 BOXES BY BALLAST				SHIPPING BOX 10 BOXES BY BALLAST		
	BALE 10 BOXES BY BALLAST				SHIPPING BOX 12 BOXES BY BALLAST		
	SHIPPING BOX 10 BOXES BY BALLAST				SHIPPING BOX 10 BOXES BY BALLAST		
	BALE 10 BOXES BY BALLAST						

RESALE ITEMS

INSTANT

Granulated Instant Coffee

• Shipping box with 24 sachets of 50g

Traditional Cappuccino

• Shipping box with 24 pots of 200g or 24 sachets of 100g

Light Cappuccino

• Shipping box with 24 pots of 140g or 24 sachets of 70g

Chocolate Cappuccino

• Shipping box with 24 pots of 200g

LINE DIFFERENTIALS TABLE GROUNDED & ROASTED BEANS

TRADITIONAL CAFÉ PACAEMBU	EXTRA STRONG CAFÉ PACAEMBU	TRADIÇÃO COFFEE	EXTRA STRONG TRADIÇÃO COFFEE	GRÃO DA TERRA COFFEE	SUPERIOR	GOURMET
<ul style="list-style-type: none"> ✓ Selected Beans ✓ Medium roasting process ✓ Blend with prevalence of Arabica beans ✓ Balanced and full-bodied taste 	<ul style="list-style-type: none"> ✓ Selected Beans ✓ Medium/dark roasting process ✓ Blend with prevalence of Arabica beans ✓ Strong and remarkable flavor 	<ul style="list-style-type: none"> ✓ Selected beans with percentage of PVA ✓ Medium/dark roasting process ✓ Blend with prevalence of Arabica beans ✓ Flavor with mild acidity 	<ul style="list-style-type: none"> ✓ Selected beans with percentage of PVA ✓ Medium/dark roasting process ✓ Blend with prevalence of Arabica beans ✓ Strong flavor with intense acidity 	<ul style="list-style-type: none"> ✓ Selected beans with percentage of PVA ✓ Medium roasting process ✓ Blend with prevalence of Arabica beans ✓ Flavor with intense acidity 	<ul style="list-style-type: none"> ✓ Selected Beans ✓ Medium roasting process ✓ Blend with prevalence of Arabica beans ✓ Intense and balanced taste 	<ul style="list-style-type: none"> ✓ Selected Beans ✓ Medium roasting process ✓ 100% arabica ✓ Smooth and refined taste



GLOSSARY

ACIDITY

Perception caused by substances like chlorogenic, citric, malic and tartaric acids that produce acid taste. They are felt on the back sides of the tongue.

LIGHT: A little acid.

INTENSE: Very acid.

ASTRINGENCY

It's the dry feeling left after the intake.

WEAK: Smooth beverage, goes down smoothly.

STRONG: A very bitter beverage, astringent, goes down roughly.

BITTERNESS

Flavor perception caused by substances like caffeine, trigonelline, caffeic and quinic acid, and other phenolic compounds that produce the bitter flavor. It's felt at the back of the tongue. The flavor is considered desirable to some extent. It's affected by the roasting degree and by the way the beverage is prepared. The darker the roasting the bitter the coffee.

WEAK: A little bitter.

STRONG: Very bitter.

TYPICAL AROMA OF THE BEVERAGE

Smelling perception caused by the volatile compounds released by the coffee while hot, as they are inhaled through nostrils and retronasally during ingestion.

WEAK: When the volatile compounds remind the coffee smell just a little and have a weird smell (medicine, smoke, ashes, resin).

STRONG: When the volatile compounds remind the typical aroma of coffee (nuts, cereal, malt, toasts, caramel, chocolate) desirably and freshly prepared.

BODY

It's the oiliness and viscosity haptics in the mouth.

WEAK: It means the beverage is sparse, watered, without consistency.

STRONG: It means the beverage is concentrated, viscous.

BEVERAGE FLAWS

Flaws noticed in the beverage intake produced by impurities and defective coffee grains.

PVA: Are the Portuguese initials for defects like black, green and spicy grains found in coffee.

NONE: Smooth, refined, delicate beverage, specific from coffee, free from flaws and impurities.

INTENSE: Soil, mold, rancid, rubber, smoke, wood, sour, fermented smell and flavor, left by defective coffee grains as black, green, spicy and also by impurities as soil, sand, sticks and barks.

GLOSSARY

FRAGRANCE

Smell perception caused by gases released by the roasted and grounded coffee, while aromatic compounds are inhaled.

WEAK: When the perception of the released gases reminds old coffee, loss of freshness.

STRONG: When the perception of the released gases reminds fresh, desirable, intense coffee.

GLOBAL QUALITY

It is the perception of scents and intensity of the beverage, being the more aromatic, the better the quality of coffee; the characteristics flavors of coffee; a typical bitterness, but not as a result of an excessive roasting (or carbonization); the presence of not preponderant taste of defective beans (dark green, black, sour) or their inexistence, in gourmet coffee; the inexistence of the distinguishing taste of fermented, rotten or black-green beans; the beverage balance and harmony, all together bringing a pleasant sensation during and after tasting.

BEVERAGE CHARACTERISTIC TASTE

Feeling caused by the coffee chemical compounds when ingested.

WEAK: When the perception is of a beverage without coffee taste and with a weird taste as soil, fermented, medicinal, rusty, burning rubber, herbal etc.

STRONG: When the perception is of a characteristic coffee flavor beverage, free of any weird tastes, reminding caramel, chocolate, nuts, toast.

SOFT DRINK: The soft drink has smoothness and sweetness pleasant to taste, showing floral, fruity, citric, chocolate or caramel notes, among others.

HARD DRINK: The hard drink results in a coffee that after roasting, is intense and full-bodied. The hard coffee drinks have a nice quality, but they are not considered extraordinary, as the soft coffee drinks, that show greater complexity and refinement.

AFTER TASTE

Persistence of the flavor after drinking coffee.

WEAK: When the residual sensation is like a burning taste, undesirable and wishing to get rid of the taste with a candy.

STRONG: When the residual sensation is pleasant, sweet and acid, clean.

We hope the information in this catalog has helped you to know our story and products even more.

Any doubts or general observations, get in touch with us through e-mail:
cafepacaembu@cafepacaembu.com.br

GOOD SALES AND A LOT OF SUCCESS!





CAFEPACAEMBU@CAFEPACAEMBU.COM.BR · [19] 3641-9222,
2281 SARGENTO CASSIANO STREET, SANTA MARTA
VARGEM GRANDE DO SUL, SP, ZIP CODE: 13880-000

