



KAFFEROSTERIET
LÖFBERGS
ETABLERAT
1906

CARNIVAL

CARNIVAL IS AN ABUNDANT BLEND OF BEANS FROM FOUR COUNTRIES. THE BASE IS FROM BRAZIL – THE PERFECT FOUNDATION FOR COFFEE BLENDING. WITH AN INTERESTING MIX OF DIFFERENT AROMAS, WE’VE CAREFULLY SELECTED EXQUISITELY FINE, NATURALLY PROCESSED DELICACIES FROM THE COOPASV COOPERATIVE, AMONG OTHERS. THESE HAVE A PARTICULARLY WELL DEVELOPED FLAVOUR AND SWEET, BUTTERY, ALMOND NOTES. THE PERFECT PARTNER TO THE SPICY FULL-BODIED NOTES OF INDONESIA’S MANDHELING COFFEE.

Brazil is a vast and beautiful country and its people warm and friendly. There’s always time for a ‘Cafezinho’ – a Brazilian-style small sweet coffee that’s shared with friends old and new.

Coffee is an important export product in Brazil. Small farms have developed to form large coffee estates, with coffee farmers producing an average of 23 bags per hectare – a fair amount compared to countries such as Ethiopia and Peru. In some cases, the farmers have also become wholesalers and exporters.

The majority of the farmers are well-educated and the cultivations managed meticulously. Buyers and farmers work together to ensure the terroir of the land enhances the beans in the best possible way, optimising the whole flavour chain from bean to cup. Post-harvest management is also important to the taste, as is the roasting; the unique aroma and flavour of the beans are concentrated and enriched through the correct roasting profile and temperature.

Once the coffee cherries are picked, the wet method is used to remove the pulp, whereby the coffee cherries are first poured into a water basin. Those that sink are good quality; the unripe cherries float to the surface. The coffee workers call the floating cherries ‘marinheiros’, meaning ‘sailors’. These don’t make the grade, but nothing goes to waste – they are sold at a cheap price locally.

As the sugar and water in the cherries ferment, the fermentation process begins. This helps form the coffee’s taste, but to ensure it does not destroy the beans, fermentation is accelerated whilst removing the pulp. This wet method is used where there’s good access to water. However, partly due to Brazil’s climate, the natural method is more widely used, whereby the sun dries the coffee cherries, usually on concrete patios.

The natural method gives the coffee its fullness and a slight honeyed aroma, whilst the wet fermentation method, called ‘washed coffee’ or ‘wet processed’, often gives clearer acidity.

Martin Löfberg
Martin Löfberg, Purchasing Director



CARNIVAL

COFFEE BEANS WITH BRAZILIAN SWEETNESS AND NOTES OF NOUGAT AND MARZIPAN.

For over a hundred years, Brazil has been the world’s largest coffee producer. It’s not surprising – thanks to their sweetness and balance, Brazilian beans make a delicious espresso or brewed coffee.

Carnival is created using naturally processed, Fairtrade certified beans from the COOPASV cooperative, among a few carefully chosen others. The flavour, whilst characteristic of its origin, has an exclusive taste, giving additional sweetness and complex aromas.

To create even more interest and flavour, we’ve blended our Brazilian beans with the fresh fruitiness of Ethiopia’s Sidamo coffee, the delicate spiciness of Sumatran Mandheling coffee and the unmistakable bouquet of Colombian coffee. The result is a sweet, soft and full espresso with low acidity and aromas of nougat and marzipan.



Martin Löfberg, Purchasing Director, is in close contact with the farmers. The Brazilian cooperatives are usually large and well looked after.

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Brazil’s mountainous areas usually have coffee farms on terraces.



ORIGIN
Brazil, Ethiopia, Colombia, Indonesia.

MAIN REGIONS
Minas Gerais, Sidamo, Sumatra, Sierra Nevada.

COOPERATIVE
Small-scale family farms in cooperatives.

AROMA
Almond.

TASTE
A sweet, round and well-balanced blend, with notes of nougat and marzipan.

ELEVATION
900–2,000 m.a.s.l.

PROCESS
The wet and natural method.

VARIETIES
Mundo Novo, Native Arabica, Caturra, Bourbon.

CONTENTS
Whole coffee beans. 100% Arabica. Fairtrade Certified.

GOES WELL WITH
Light pastries, desserts, chocolate and nuts. Also superb with cognac, calvados or whisky.

PRODUCT NO
25004.

