



CNA
Confederação da Agricultura
e Pecuária do Brasil



Conselho Nacional do Café

MINISTÉRIO DA
AGRICULTURA
E PECUÁRIA



PUBLIC STATEMENT

“CAFÉS DO BRASIL” REBRANDING AND STRATEGIC REPOSITIONING

Brasília, Federal District, October 30, 2025 – The Brazilian coffee production chain, represented by private-sector organizations together with the Ministry of Agriculture and Livestock (Mapa), announces that it will present the rebranding and strategic repositioning of the “Cafés do Brasil” brand on November 5, during the 2025 edition of International Coffee Week (ICW) at the Expominas Convention Center in Belo Horizonte, Minas Gerais.

Over the past year, the project has included research and diagnostic studies, interviews with internal and external stakeholders, competitive benchmarking, and a brand perception analysis conducted by Design Bridge and Partners, the agency commissioned to lead the rebranding process. The initiative has been designed to set Brazil apart from other coffee-producing countries, align with the country’s coffee-growing tradition, and strengthen Brazil’s reputation as a supplier recognized for quality, sustainability, and scale.

The studies confirmed the need to strengthen and expand how the Brazilian coffee sector communicates its ability to generate significant environmental and social impacts by promoting a more authentic and positive message. With this in mind, the project introduced the strategic concept of adding “T” for technology to the ESG (Environmental, Social, and Governance) framework, giving rise to ESG+T. This approach reflects the understanding that these impacts result from the continuous use of technology, the driving force that enables the sector to cultivate innovation and harvest development — the very purpose of Brazilian coffee.

The innovative ESG+T concept illustrates how Brazil’s coffee-growing **tradition**, through **technology**, drives **transformation** and continually renews **tradition** in an ongoing cycle of meaningful practices unfolding daily across the country’s diverse coffee-growing regions. These practices promote social inclusion, fair labor conditions, improvements in the Human Development Index (HDI), and the active protection of local biomes.

In light of this strategic repositioning, the “Cafés do Brasil” brand has been renewed and modernized, reinterpreting its legacy for the present and future. The brand now reflects trust, convenience, ethics, authenticity, inspiration, and diversity, a combination that strengthens its credibility as a broad communication platform engaging society, business partners, and consumers, while celebrating the richness of cultures, people, and flavors that define Brazilian coffee growing.

We invite the public and national and international media outlets to join us for the official launch of the sector's strategic repositioning and the updated "Cafés do Brasil" brand, followed by a press conference with representatives from all segments of the Brazilian coffee production chain to discuss this milestone and share insights on the sector's current outlook. The event will be held on November 5, at 12:00 p.m., at the SIC Arena during International Coffee Week 2025.

Sincerely,

Brazilian Coffee Industry Association (ABIC)

Brazilian Instant Coffee Industry Association (ABICS)

Brazilian Confederation of Agriculture and Livestock (CNA)

Brazilian Coffee Exporters Council (Cecafé)

National Coffee Council (CNC)

Brazilian Specialty Coffee Association (BSCA)

Ministry of Agriculture and Livestock (Mapa)