



*A visual and sound tribute to the women who have emerged from invisibility to take center stage, showcasing the diversity, quality, and all the richness of Brazilian coffee culture worldwide.*





# A film created for European audiences.

**Film:** Meu Mundo Grão

**Original idea:** Cris Duarte

**Script and direction:** Uiara Araújo

**Production:** Salted Films

**Communication:** Quattromani

**Genre:** Documentary

**Duration:** 52 minutes

**Languages:** Portuguese, English,  
and French

UIARA ARAÚJO



SCRIPT AND DIRECTION  
uiara.as@gmail.com

CRIS DUARTE



EXECUTIVE PRODUCTION  
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LUARA STOLLMEIER



MANAGEMENT  
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NATY CAMOLEZE



CONTENT  
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RENATA SILVA



AMBASSADOR  
Meu Mundo Grão







## 1. OBJECTIVE

**P**romote  
the diversity  
and quality

of Brazilian coffee production  
and management, through  
the female leadership from  
different regions of Brazil.







## 2. CINEMATOGRAPHIC IDEA

The proposal is to produce a film full of inspiring stories with the potential to connect Brazil with the rest of the world.

To present to the foreign audience the richness and quality of Brazilian coffee, its power in generating new businesses, serving as inspiration for entrepreneurs around the world. Additionally, to promote Brazilian culture through coffee to all continents, combined with gastronomy and tourism.

The script will also feature interviews filmed in Paris and London, showcasing the journey of two Brazilian women: Vanúcia Nogueira (director of the International Coffee Organization) and Daniela Capuano (roaster and entrepreneur), an award-winning figure and a reference among the leading names in the French market.

**São Paulo,  
Minas Gerais,  
Rondônia,  
Acre, Paris  
and London.**





### 3. PROJECT COST / BENEFITS

Total cost:  
**R\$ 980.000,00**

\*Other exclusive actions can be created

|                 |  |   | 25k | 50k | 100k | 250k | 500k |
|-----------------|--|---|-----|-----|------|------|------|
| WEBSITE         | Institutional video  | > |     |     | ✓    | ✓    | ✓    |
|                 | Logo as official sponsor   | > | ✓   | ✓   | ✓    | ✓    | ✓    |
| DURING FILMING  | 1-minute Reels (Colab) + brand logo at the end of each video         | > |     | x1  | x2   | x4   | x8   |
|                 | Stories + tag (Br/Europe)  | > | ✓   | x2  | x4   | x4   | x8   |
| LAUNCH EVENT    | Open event + speaking rights (SP)                                    | > | ✓   | ✓   | ✓    | ✓    | ✓    |
|                 | Open event + speaking rights (Paris)                                 | > |     | ✓   | ✓    | ✓    | ✓    |
|                 | Logo on promotional communication                                    | > | ✓   | ✓   | ✓    | ✓    | ✓    |
|                 | Logo on launch backdrop (Br/Fr)                                      | > |     |     | ✓    | ✓    | ✓    |
| FILM            | Logo at the beginning of the film                                    | > |     | ✓   | ✓    | ✓    | ✓    |
|                 | Logo in end credits  | > | ✓   | ✓   | ✓    | ✓    | ✓    |
|                 | Product / service during filming                                     | > |     |     |      | ✓    | ✓    |
| EXCLUSIVE BONUS | **Film rights for institutional purposes for between 6 and 18 months | > |     |     | 6 m  | 12 m | 18 m |



## 4. SUMMARY

### Plan A - start of shooting Q4 / 24

4 weeks - Pre-production  
2 weeks - Shooting Paris/London  
2 weeks - Shooting Br Southeast (SP and MG)  
+ Workshop  
2 weeks - Shooting Br North (AC and RO)  
+ Workshops  
8 weeks - Post Production

**Total 18 weeks**

### Plan B - start of shooting Q2 / 25

4 weeks - Pre-production  
2 weeks - Shooting Paris/London  
1 week - Shooting Br Southeast (SP and MG - Management)  
+ Audiovisual workshop Climate Interval + Start Editing  
1 week - Shooting (MG - Cultivation) 2s - Shooting Br North  
(AC and RO) + Audiovisual workshops  
6 weeks - Post Production

**Total 16 weeks + Climate Break**







# THE PROTAGONISTS

CELESTY SURUI



Barista  
Cacoal, Rondônia

CARMEM LUCIA



President of BSCA  
Três Pontas / MG

LUCIMAR SILVA



Executive dir. - Auma agronegócios  
Patrocínio / MG

BRUNA RAUSCHER



CEO - Rauscher Traders  
Santos / SP

NILLA RAMOS



Coffee producer - Formigas do Café  
Matas de Minas / MG

KEYTI KETY



Coffee producer- Raízes da Floresta  
Reserva Extrativista Chico Mendes

DINÁ SURUI



Coffee producer  
Cacoal, Rondônia

VANUSIA NOGUEIRA



Executive director - ICO  
Londres / UK

DANIELA CAPUANO



Roaster and entrepreneur  
Paris / Fr

NADIA E JULIA



Entrepreneurs - Café por Elas  
São Paulo / SP





PRODUCTION COMPANY

**SALTED**  
FILMES

*Salted has already made more than 300 films of digital, cultural and advertising content, with the aesthetics and storytelling of cinema.*



[bruna@salted.com.br](mailto:bruna@salted.com.br)





# STRATEGY AND MARKETING



*With a lot of engagement and commitment to the purpose of agribusiness, Quattromani has been sowing, nurturing and harvesting great success stories all over Brazil. Meu Mundo Grão is the result of yet another partnership that goes beyond borders.*



[fernando@quattromani.com.br](mailto:fernando@quattromani.com.br)





THEY BELIEVE



CAPUANO COFFEE



Mariana Proença

Suelen Farias  
Comunicação para o Agro

