

Coffee Museum

One of the main tourist attractions in the city of Santos, the Coffee Museum, an institution of the Department of Culture of the state of São Paulo, was created in 1998 in order to preserve and promote the historical relationship between coffee and Brazil. Among artifacts and documents that make up its archive, one can observe how the evolution of coffee farming and the political, economic and cultural development of the country are closely linked; a relationship that began in mid-18th century and remains strong to this day.

Housed at the former Coffee Exchange building, established in 1922, the Coffee Museum has, among its main attractions paintings and panels by Benedicto Calixto and the Trading Floor, consisting of the main table and seventy chairs, where negotiations were held to determine the daily price quotes of coffee at the time. Biddings were held at the Official Coffee Exchange building up to the 1950s, when business was transferred to São Paulo.

The close relationship between coffee farming and the transformation of Brazil is recorded in the new medium-duration exhibition called “Coffee, a cultural heritage of Brazil: science, history and heart”, which opened in December of 2014. Divided into four modules – *From the plant to the cup*, *The History of Coffee*, *Praça de Santos* and *Arts and Trades* – the curator focuses on different perspectives: scientific, historical and architectural by means of artifacts, images, videos and maps that contextualize the particularities of the production and trade of coffee beans throughout history up to the present. The exhibit includes immersions into the theme that go from the use of interactive applications, specific niches of the history of coffee, to coffee plants grown at the exhibition area. In addition, the Coffee Museum also hosts temporary exhibitions that contemplate specific periods and aspects of the history of coffee in Brazil.

The Coffee Museum also includes the Luiz Marcos Suplicy Hafers Preservation, Research and Reference Center, which has several publications and documents about coffee and its history, and is open to the public for free visitation, and the Coffee Preparation Center, which provides courses and workshops related to the knowledge and preparation of the beverage.

The Coffee Museum, besides being the main responsible for the preservation of the history of coffee, is also the reference in the marketing of the product by means of its coffee shop. Inaugurated in 2000, the Museum’s Coffee Shop serves various beverage selections with coffee as the main ingredient. In addition, it has a great variety of coffee beans, produced in different regions of Brazil, at the disposal of visitors to enjoy right there or to take home. The Museum’s Coffee Shop currently uses the Cerrado of Minas Gerais, Southern Minas Gerais, Chapadão do Ferro, Alta Mogiana, Yellow Bourbon, Red Bourbon, the Coffee Shop Blend, Organic and Jacu bird coffee beans. The latter is the most expensive and rarest coffee in Brazil, obtained from beans expelled by the Jacu bird, which eats the coffee fruit.

The Coffee Museum is an institution within the Department of Culture of the State of São Paulo and is located at XV de Novembro Street, No. 95, in the historical downtown area of Santos. It is open from Tuesday through Saturday, from 9:00 a.m. to 5:00 p.m., and on Sundays from 10:00 a.m. to 5:00 p.m. Between November and March, the Museum is also open on Mondays from 9:00 a.m. to 5:00 p.m. Tickets cost R\$ 6.00; students and senior citizens pay half price. The Museum’s Coffee Shop is open from Monday to Saturday, from 9:00 a.m. to 6:00 p.m., and On Sundays from 10:00 a.m. to 6:00 p.m.

Official Coffee Exchange

The Official Coffee Exchange building was built to centralize, organize and control coffee operations. Inaugurated in 1922, as part of the celebrations of Brazil's centenary independence, the building became one of the greatest symbols of the wealth of the coffee business and one of the best known attractions in Santos. On March 12 of 2009, the former Official Coffee Exchange building was listed by the National Historical and Artistic Heritage Institute (Iphan).

With an eclectic architectural style, the palace's splendor, the quality of the materials selected for its construction and the opulence of decorative details help to understand the building's importance during the coffee market's golden age. After a period when the building was deactivated, it was renovated and in 1998 became the Coffee Museum. Since then, it has consolidated as one of the most visited tourist attractions in the city.

Before becoming a national historical and artistic heritage, the Official Coffee Exchange has already been listed by the Santos Cultural Heritage Protection Council (Condepasa) and Historical, Archaeological, Artistic and Tourist Heritage Protection Council of the state of São Paulo (Condephaat).

Press Information

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