

CUTTING TO THE CACHAÇA

Meet the vivacious cousin to rum that's taking bars and retailers around the US by storm.

With interest in exotic flavors and experiences going strong in the States, it is no surprise that Cachaça and its very own signature cocktail, The Caipirinha, have set fire to the mixology world and bar scenes around America. As Cachaça was originally known as "fire water" in its early days, however, this should come across as no surprise. The only thing that can be a surprise is that it took so long for this festive cousin to rum to catch on, even as the Caipirinha is now being touted as this year's "Cosmo." In some circles, it is even being marketed as "the cocktail of the 2008 Recession," thanks to the fact it can satisfy a collective desire for sophistication and flavor in its simplicity.

Cachaça, like its cousin Rum, has a storied history. According to records, it was discovered by local workers at the sugar mills in the early to mid 1500's near the region of Sao Vicente, when the sugarcane juice (garapa) at their mills cooked and left standing, would "sour" (ferment) and turn into a mild alcoholic beverage. Like rum and other spirits at that time, it was cheap and consumed by slaves, peasants and members of the lower class. However, thanks to improvements in production methods, distinctive aging techniques and effective marketing, Cachaça stands as most popular distilled alcoholic beverage in Brazil, with 1.3 billion liters produced each year. Currently, there are more than 4,000 different brands of cachaça available in Brazil, with the most popular among those finding their way onto our shores.

Artesanal cachaças, which constitute the majority exported to the U.S., are produced by thousands of small mills in copper pot stills around Brazil. The resulting product comes out in three batches: head, core and the tail. Most makers take only the "core" and bottle or store it in wood barrels for aging. Its aged in barrels made from a great variety of native or exotic trees such as balsam, almond, cherry, oak and several others which influence the flavor. Typically, artesanal cachaças are drunk straight or in cocktails by high end consumers. White cachaça is usually bottled immediately after distillation and tends to be cheaper. Dark cachaça, seen as a "premium" variety, is aged in wood barrels and meant to be drunk pure with flavors influenced by the type of wood the barrel is made of.

Cachaça, like its Caribbean cousins, has a heart of sugar cane. However, what gives the spirit its lightly nuanced flavor is that it is distilled from pressed sugarcane rather than molasses or sugarcane juice. Its increasing popularity is a sweet trend, according to the

Distilled Spirits Council of the US. Its database reports that 80,117 cases of Cachaça were sold in 2007, and thanks to an annual 50% growth rate and rise of The Caipirinha, sales could reach 18.4 million in 2008. The following brands, meanwhile, are among those credited for prompting consumers and retailers to chase Cachaça.

CABANA

Established in 2006 by Matti Anttila, a New York investment banker turned spirits entrepreneur in his 20s, Cabana brings Cachaça to life as a smooth, versatile elixir with a distinctive and rich flavor. Cabana, the first imported Cachaça to be hand crafted in small batches, double distilled in copper stills versus single distilled in columns and mellowed for six months in Brazilian Jequitiba barrels, is also noted for its innovative production process, which strips out the impurities to isolate the desirable characteristics.

“We set out to introduce something American consumers had never experienced – a truly super-premium cachaça, worthy of sitting alongside Grey Goose, Patron and other super-premium and luxury category leaders,” says Anttila. “Thanks to an innovative production process developed by our master distiller, Cabana’s versatility and quality has led it to be embraced by mixologists and sophisticated consumers in the most exclusive locations – places cachaça would never have worked in before.”

BOCA LOCA

Boca Loca, a full-bodied cachaça with subtle floral notes mingled with melon, honey and a pure sugar cane finish, comes to 24 states in the U.S. market in a clear, lean and clean bottle with a striking logo. Inside the bottle, it has all the qualities expected in a premium spirit from the hand harvesting of the sugar cane at its peak of sweetness through to single batch fermentation and hand bottling.

While Boca Loca is preparing for launches in the UK and Germany, it also has several flavored Cachaças in the works. While the introduction date of the flavored variation has yet to be set, other improvements are underway, such as a new sleeker bottle with their screw top enclosure. To

further boost its profile among mixologists and members of the trade, it is assuming a sponsorship role in this summer’s upcoming Tales of the Cocktail in New Orleans.

SAGATIBA

Marcos de Morae was vacationing in the Mediterranean when he noticed that Cachaça was gaining popularity worldwide. He also noticed, as a proud Brazilian, philanthropist and environmentalist, that the representations of the spirit he sampled outside of Brazil were clearly not the best. This drove him to launch Sagatiba, which he describes as the first global premium Cachaça, in 2004. Sagatiba (which translates to, “The Infinite Saga”) is multidistilled to retain distinct flavor characteristics with a soft aroma that’s fresh, lively, and delicate. It complies with rigorous multi-distillation quality standards while maintaining its smooth taste and fresh, stimulating bouquet. This highly versatile spirit is a perfect match for classic cocktails, as it is carefully crafted to inspire creative mixology and behind the bar inspirations.





**BOCA
LOCA**

CACHAÇA

Authentic Handcrafted
Premium Brazilian Rum

40% ALC/VOL (80 PROOF) 750ML

IMPORTED

PRODUCED AND BOTTLED IN BRAZIL

Cabana

DOUBLE DISTILLED

imported

BRAZILIAN RUM

750 ML 40% ALC/VOL

Sagatiba
PURA

CACHAÇA

BRAZILIAN RUM

MULTI-DISTILLED

750 ml 40% ALC/VOL