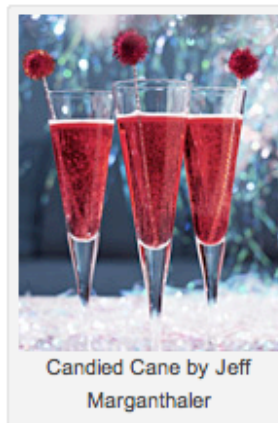


### [Boca Loca Cachaca Holiday Cocktails & Media Release](#)

Posted on **December 17, 2008** by [intoxicologist](#)

A press release from Boca Loca Cachaca regarding new distribution plans came through early this morning. It looks like it will only be venturing into a few states for now, but since Cachaca is rapidly growing notoriety within the spirits industry hopefully it will become more widely available soon.

While I have never had the opportunity to sample this particular Cachaca, Duggan McDonnell created a few cocktails using it that sound pretty interesting. You may recognize Duggan from the [Cantina](#) or in various other cocktail/mixology related events. After visiting the Boca Loca site I found several festive themed cocktails you might be interested in for your holiday celebrations. The Boca Loca Cachaca press release follows after the recipes.



#### *Candied Cane* by *Jeff Margenthaler*

1 oz Boca Loca Cachaca

1 oz crème de mure (blackberry liqueur)

1 oz fresh lemon juice

½ oz simple syrup

Shake ingredients with cracked ice until chilled. Sugar the rim of a chilled champagne coupe or cocktail glass and strain ingredients into glass. Float 2 oz champagne and garnish with a lemon twist.



Christmas Island by Jeff Margenthaler

**Christmas Island** by *Jeff Margenthaler*

2 oz Boca Loca Cachaça

1 oz pineapple juice

1 tbsp sweetened condensed milk

Shake ingredients with cracked ice until chilled. Strain into a chilled cocktail glass and garnish with freshly-grated nutmeg.



Santa Catarina by Jeff Margenthaler

**Santa Catarina** by *Jeff Margenthaler*

2 oz. Boca Loca Cachaça

1 oz. Belle de Brillet

.5 oz. fresh lemon juice

1 dash Angostura bitters

Muddle peach in the bottom of a mixing glass. Add remaining ingredients and shake with cracked ice until chilled. Double-strain into a chilled cocktail glass and garnish with a cinnamon stick.

## **Media Release: Boca Loca Cachaça Company Approaches 2009 with New US Distribution Partner**

*Boca Loca Cachaça has appointed Bedford & Grove to head up distribution in the United States - bringing the brand's expansion into new key states, including California, New York, New Jersey and Texas. This exciting growth in U.S. availability of Boca Loca comes on the heels of greater brand expansion into European markets.*

Denver, CO, December 16, 2008 –(PR.COM)– Boca Loca Cachaça Company, producer and importer of award-winning Brazilian Cachaça, Boca Loca, announced today the appointment of Bedford & Grove to head up US distribution. The move comes at a time of significant growth for the Boca Loca brand in the US.

Bedford & Grove is a sales and marketing company focusing on selling and marketing premium spirits. Led by two industry veterans, Stephen Camisa and Jon Mowry, Bedford & Grove has helped grow venerable brands such as Four Roses Bourbon, Square One Organic Vodka, Oro de Azul tequila and Sogno de Sorrento Italian Liqueurs.

Stephen Camisa has over 15 years in the Spirits Industry. Before starting Bedford & Grove, he headed up the international division at Sazarc and was instrumental in the development of Buffalo Trace Distillery.

With over 25 years in the wine and spirits business, Jon Mowry joined Bedford & Grove in 2007 as managing partner. During his career Mr. Mowry has held executive positions with such legendary firms as Heublein, Round Hill, and Monsieur Henri.

Commenting on the appointment, Mr. Camisa said, "Boca Loca has already built a strong network of distribution in the US and we're eager to move that forward. With its Double Gold winning flavor profile, upscale packaging and competitive pricing advantage, Boca Loca has tremendous market opportunity. Boca Loca fits nicely into our current portfolio and with our expertise and distributor relations, we're confident we can help bring Boca Loca to the top of an expanding category."

Bedford & Grove will be overseeing the brand's significant growth and expansion into new key states, including California, New York, New Jersey and Texas. This exciting growth in U.S. availability of this premium cachaça comes on the heels of greater brand expansion into European markets.

### **About Boca Locca**

Boca Loca is a premium award winning cachaça made in the heart of Brazil. Since its designation as a "Top 10 Spirit of 2007"\* , Boca Loca won a Double Gold Medal at the prestigious 2007 San Francisco World Spirits Competition, a Gold Medal from the Ministry of Rum, and was also named "Best Value Cachaça" by the Beverage Tasting Institute. Cachaça is the Brazilian cousin of traditional rum and the key ingredient in its national cocktail, the Caipirinha. Boca Loca Cachaça is available at fine bars, restaurants and liquor stores. For more information, please visit [www.drinkbocaloca.com](http://www.drinkbocaloca.com)