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Brazil's Premium Cachaça Launches in the United States *Cuca Fresca Débuts in Miami – More Cities to Follow*

Miami, FL — Cuca Fresca, a new Brazilian line of premium cachaças made specifically for the U.S. and international market, will make its debut in ultra-eclectic Miami. Because South Florida's sexy beach-based lifestyle rivals that of Rio, Miami lends itself as the perfect launching pad for Brazil's hottest and latest export.

"Recently, we have noticed a surge of Brazilian culture into the US," said Phoenix Kelly-Rappa, partner of Cuca Fresca LLC. "From world-famous Brazilian models and soccer players, to Brazilian cuisine and Samba music, there is tremendous consumer interest in all things Brazil. It is the perfect foundation to launch the new line of ultra-smooth Cuca Fresca cachaças."

Steeped in family tradition, Cuca Fresca was created through the union of two historical cachaça making families in Brazil. Among the first farmers to obtain a cachaça license in 1937 was Carlos de Paula Ferreira, grandfather to Araci Ferreira Slasinski who is part of this fifth generation cachaça-making family and one of the principal developers of Cuca Fresca. In 2006, the Ferreira family joined forces with Aguardente Caribena LTD, another of Brazil's prestigious cachaça distillers, to create Cuca Fresca specifically for the American and international marketplace.

Cachaça dates back more than 400 years when Brazilian plantation owners produced the spirit to serve it to their slaves. Made of sugarcane, which is particularly well-suited to grow in Brazil's unique climate, cachaça is produced by extracting juice from the freshly cut cane then fermenting and distilling it. As slavery was banned and the distillation process modernized, consumption of cachaça expanded throughout the country's social and ethnic groups, eventually becoming a cornerstone of Brazilian culture and identity. Today cachaça is Brazil's most popular, and most consumed, spirit.

Getting its name from the Portuguese translation for "cool head," Cuca Fresca stands out among other cachaças because of the historic artisanal cachaça-making methods used to create a product of exceptional quality, distinct from other cachaças already in the American marketplace. Preserving these methods was of utmost importance to both premium distillers. Unlike many other mass-produced cachaças, Cuca Fresca is double distilled in artisan copper pots instead of using the column distillation process that often compromises taste and quality. Each batch of cachaça is made from naturally grown sugarcane that has been harvested from a single source, and each bottle is filled with cachaça from a single batch that has been double filtered. This production method affords Cuca Fresca the ability to closely control every step of the cachaça-making process and continue to deliver a consistently premium product. .

Cuca Fresca has teamed up with Miami-based Prestige Chateaux & Domains, a boutique distributor of high-end wines and spirits, to bring this premium cachaça to retail stores, restaurants and watering holes across Florida. Additional cities and points of distribution across the States will be announced soon. Cuca Fresca allied with Prestige Chateaux & Domains to distribute the cachaça in Florida because of the company's long tradition of selling high- end and unique products.



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"Made with cachaça, Caipirinhas are steadily gaining popularity in the U.S. market and have become a common feature on most drink menus," said Juan Dangond, president of Prestige Chateaux & Domains. "Cuca Fresca's smooth taste offers a way to elevate this cocktail to a new level that Caipirinha drinkers have not experienced before."

A favorite throughout Europe and South America, the Caipirinha has long been internationally recognized and associated with Brazil's lively culture. The traditional version of the cocktail is made using cachaça, sugar, lime and ice. However, it can be mixed with pomegranate, açai, and other exotic or everyday flavors for one-of-a-kind concoctions.

Cuca Fresca Cachaça's package design was inspired by Brazil's national flag. It is presented in a specially designed long and narrow bottle with green lettering and an emblem of the flag that is printed on the back and shows through to the front. The cachaça comes in a 750ml size, topped with a traditional wooden cork and is accompanied by a collectible wooden stirrer. These hand-painted stirrers are topped with colorful tropical birds and come in four different styles. Liter sizes will be available soon.

For those who enjoy cachaça neat or on the rocks, the Ferreiras also developed Pura Gold, a variation of the spirit, which will be available in February 2007. Gold in color, this extra smooth cachaça is carefully aged in oak barrels for up to five years, giving it distinct hints of oak and vanilla.

For more information about sales and distribution for Cuca Fresca Cachaca and Pura Gold, please call 914.646.0749 or send an e-mail to sales@cucafrescaspirit.com. For Caipirinha and other drink recipes, please visit www.cucafrescaspirit.com.

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