

## US Gets Its Own Taste of Brazilian Premium and Expensive Cachaça

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Americans will now be able to taste a luxurious cachaça from Brazil. The product, Cabana Cachaça, is being announced by its distributors in the US as the first cachaça double-distilled in pot stills to yield the only truly premium cachaça in the American market.

The third most distilled spirit in the world, cachaça (pronounced kah-SHAH-sah) is rum fermented and distilled in Brazil directly from freshly pressed sugarcane. This is unlike most rum, which is distilled from molasses, a byproduct of the industrial sugar-making process.

A Silver Medallist at the 2006 San Francisco World Spirits Competition, Cabana according to its distributor, utilizes a production method that eliminates the impurities responsible for cachaça's sometimes harsh taste, without compromising any of the spirit's unique characteristics.

Two small-batch distillations of the fermented cane juice in pot stills - as opposed to the large column stills used for continuous distillation by most producers - allow the master distiller greater control over each distillate. The resulting spirit is artisanal rum, offering a delicate citrus nose and a smooth, round finish.

Matti C. Anttila, President of ABB Partners, LLC explains, "Our quest was to bring a truly premium cachaça to the American market and elevate the sophisticated consumer's awareness of this globally significant spirit. We knew the key was to produce a smooth, balanced spirit retaining hints of the freshly pressed sugarcane, while minimizing the impurities that are commonly associated with cachaça."

Produced exclusively for export at its distillery outside São Paulo, Cabana Cachaça arrives at a time of global growth in premium cachaça and rum consumption and burgeoning international visibility of Brazil's appealing cultural identity.

International cognoscenti already recognize cachaça as the correct ingredient in the Caipirinha, Brazil's headily evocative national cocktail.

One month after its New York launch, Cabana Cachaça is available in over 130 locations, among them Churrascaria Plataforma, Gotham Bar & Grill, Bungalow 8, BED and Astor Wines & Spirits, and is scheduled to commence national rollout on August 1st. Cabana retails for approximately \$34.99 per 750-milliliter bottle.

Cabana Cachaça - [www.cabanacachaca.com](http://www.cabanacachaca.com)