

Brazilian Cachaça and Caipirinha Now Available in All 50 US States

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Leblon, a Brazilian cachaça (sugar cane liquor) that debuted in the US in February of 2006, has just announced that the brand is now available nationwide in all American 50 states. The surge in brand presence, its US distributor explains, is due to key signings with national chains, popular resort destinations, and top wholesale distributors and grocery stores.

Leblon is among a small handful of ultra-premium cachaças that have widened the category catering to top bars, restaurants, clubs and other high end destinations across the U.S.

In just one year's time, Leblon has become available for consumption and purchase in all domestic markets thanks to the growing popularity of the spirit's trendy cocktail, the caipirinha, which quickly has replaced the mojito as the "it" drink of the year.

Founder and CEO of Leblon, Steve Luttmann, detailed the brand's winning sales strategy by saying, "Leblon spearheaded the way for the cachaça category in the U.S. by first targeting the major metropolitan markets of Miami, New York and Los Angeles.

"By the end of 2006, as the words cachaça and caipirinha had spread into every major metropolitan area from coast to coast, we set about taking the brand national and have finally achieved our goal."

Recent national chain operators partnering with Leblon include Fairmont Hotels and Resorts, Roy's Hawaiian Fusion Cuisine, Texas de Brazil Churrascaria, and Elephant Bar Restaurants.

Presence at such high end destination spots boosts Leblon brand awareness further and opens doors to new key accounts and other national and international chains.

Taking the lead from the national chains, well-recognized high-end luxury resorts such as the Viceroy Hotel in Los Angeles, the Bellagio Resort and Casino in Las Vegas and both the San Ysidro Ranch and the Biltmore Four Seasons in Santa Barbara, California have also made a place for Leblon at their bars.

Broad and easy access to Leblon for home consumption is a priority for the company while simultaneously building the ultra premium cachaça category as a lucrative player in the U.S. spirits market. Leblon has also introduced the product to grocery chains and wholesalers including Bristol Farms, Safeway, Ralphs, and Albertson's stores in California.

"The demand for cachaça in the American marketplace is incredibly exciting to us," says Luttmann. "We are thrilled that Leblon can now find its way into the hands of top bartenders and discriminating drinkers across the country who are eager to satisfy this desire for an alternative to vodka and other traditional spirits."

Earlier this month, Leblon celebrated an important milestone in the company's history with the making of its one millionth caipirinha. The event was held at Porcão Churrascaria in New York City and hosted by the Brazilian-American Chamber of Commerce.

Leblon is an ultra-premium white cachaça inspired by its namesake and place of origin, Leblon Beach in Rio de Janeiro, Brazil. The rum-like spirit, the most award-winning cachaça on the market, is made from fresh pressed Brazilian sugar cane that is then rested in cognac casks and blended.

Cachaça is the main ingredient in the caipirinha, the national drink of Brazil, but also acts as a substitute for a variety of other cocktails made from vodka, tequila, and rum.

Service

For more information on Leblon cachaça visit www.liveloveleblon.com.