



WINES OF BRASIL



Ministry of External Relations
Trade and Investment Promotion Department



What will we show today?



- About Brazil;
- About Wines of Brasil;
- Brazilian grape growing areas;
- Sector Overview;
- Brazilian Wine Style;
- Wineries;
- Brazilian wine – The Concept;
- Promotional Activities;
- Exports;
- Awards;

About Brazil – Overview

- **Area:** 8,514,876 km² (5th largest country by geographical area)
- **Head of State:** Dilma Rousseff (2011 to 2015).
- **Population:** 191,790.900 inhabitants (IBGE 2007).
- **Population Density:** 22.5 inhabitants per km².
- **Capital:** Brasília – 2.4 million inhabitants (IBGE 2007).
- **Language:** Portuguese.
- **GDP:** R\$ 2.558 trillion (IBGE – 2007).
- **Per capita GDP:** R\$ 13,515.0 (IBGE – 2007).
- **Currency:** Real
- **Brazil is part of BRIC** (Brazil, Russia, Índia and China).

About the Project



- Established in 2002 by FIERGS-RS with 6 Brazilian wine companies aiming to export;
- In 2004 it became an Integrated Sectorial Project – PSI entering an agreement with APEX – Brazilian Exports Promotion Agency focusing on the promotion of the Brazilian wine through an agreement with IBRAVIN;
- Now (2011) we are a group of 36 wine companies, increasing from 02 to 27 export destination countries and with the Brazilian export participation about 90% in comparison of 15.28% in 2002;
- Participation in more than 20 international events a year.



Brazilian grape growing areas

Brazil is the largest country in Latin America and it has been consolidated as the **fifth largest wine producer** in the southern hemisphere. With a production of 3.3 million hectoliters this year, Brazil is only second to Argentina (14.6 million hectoliters), Australia (12.3 million), South Africa (10.2 million) and Chile (8.6 million).

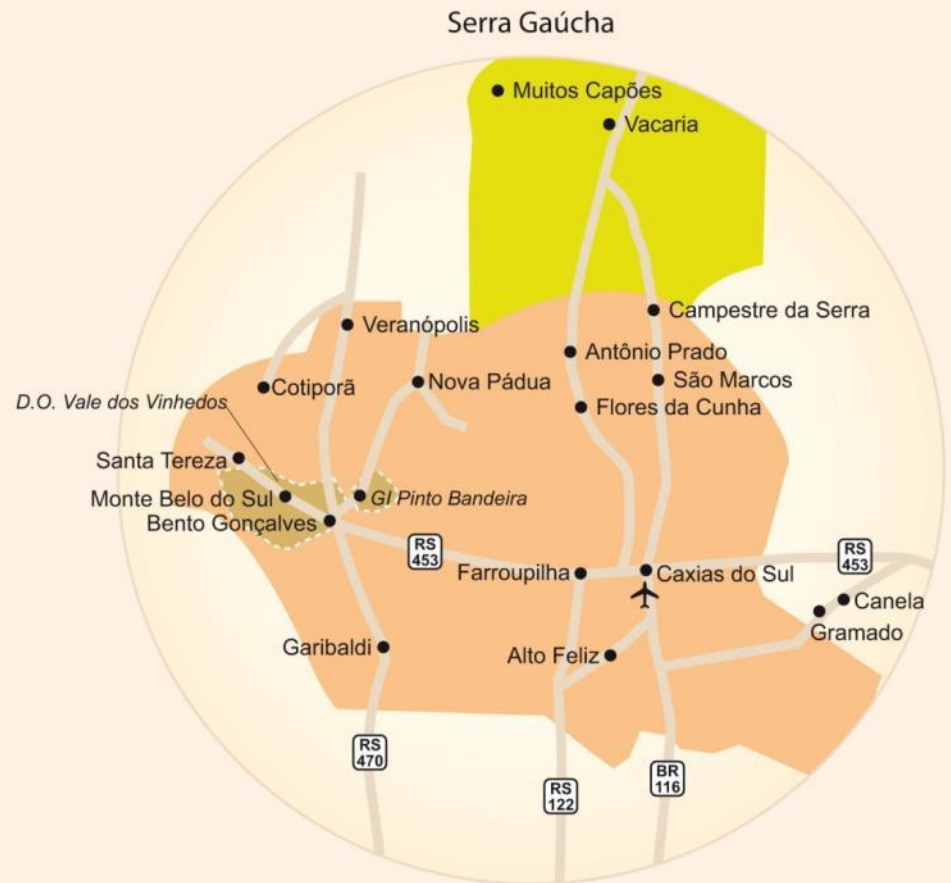
Region: Serra Gaúcha

- **Largest and most important wine region**
 - Accounts for nearly 85% of Brazil's *fine wine* production
 - Large eno-tourism emerging area (150,000 visitors annually)
 - **Latitude:** 29°10'S
 - **Altitude:** 450 meters to 750 meters/ 1,476 feet to 2,460 feet
 - **Soil:** Basaltic
 - **Climate:** Temperate, humid with mild nights.
 - **Average temperature:** 12°C/ 53°F (winter) / 22°C/ 71.6°F (summer)
- **Main recognized regions:**
 - Vale dos Vinhedos (Brazil's only GI (2008) – D.O.)
 - Vale Aurora
 - Vale do Rio das Antas
 - Pinto Bandeira (mostly for sparkling GI)
- **Main White Varieties:** Italic Riesling, Chardonnay, Muscat, Malvasia and Prosecco.
- **Main Red Varieties:** Cabernet Sauvignon, Merlot, Cabernet Franc, Tannat, Ancellota and Pinot Noir.

Serra Gaúcha



D.O Vale dos Vinhedos



D.O. Vale dos Vinhedos: Comprises 72,45 km² (27,93 mi²) in the cities of Bento Gonçalves, Garibaldi and Monte Belo do Sul. The varieties allowed on the D.O. are: red wines (Merlot - min. 60%, Cabernet Sauvignon, Cabernet Franc, Tannat), white wines (Chardonnay - min. 60% and Italic Riesling), sparklings made by traditional method (Chardonnay and/or Pinot Noir - min. 60%, Italic Riesling).

G.I. Pinto Bandeira: Comprises 81,38 km² (31,42 mi²) in the cities of Bento Gonçalves and Farroupilha. The sparklings are exclusively made with Chardonnay, Pinot Noir, Italic Riesling and Viognier by traditional method with at least 85% of the grapes coming from the G.I.

Region: Campanha and Serra do Sudeste

- Campanha is on the southern border with Uruguay (cross border and you're in Uruguay's Cerro Chapeu)

- Latitude:** 30°53'S and 30°53'S

- Altitude:** 200 meters to 450 meters / 656 to 1,476 feet above sea level (flatter terrain)

- **Average Temperatures:** 12°C/53°F (winter) / 24°C/75.2°F (summer)

- Soil:** granite and limestone; Irrigation: not necessary

- Climate:** temperate, sub-humid with mild nights

- Serra do Sudeste- South of Serra Gaúcha (Encruzilhada do Sul)

- Main Red Varieties:** Cabernet Sauvignon, Merlot, Tannat, Touriga Nacional, Trempanillo and Pinot Noir.

- Main White Varieties:** Sauvignon Blanc, Chardonnay, Pinot Gris, and Gewürztraminer.

Campanha and Serra Sudeste



Region: Planalto Catarinense

- It's just north of Serra Gaucha in the high plateau (1150 to 1480 feet)
 - **Latitude:** 28°18'S
 - **Altitude:** 900 meters to 1400 meters/ 2,952 to 4,593 feet above sea level
 - **Average Temperature:** 9.4°C/ 48.9°F (winter), 21.7°C/ 71°F (summer)
 - Harvest between March and April
 - **Soil:** basaltic
 - **Irrigation:** not necessary
 - **Climate:** temperate, humid with cold nights
- **Major subregions:**
 - Vale do Rio do Peixe
 - And its subregions of Friburgo and Caçador
- **Main Red Varieties:** Cabernet Sauvignon, Merlot and Pinot Noir
- **Main White Varieties:** Sauvignon Blanc and Chardonnay

Planalto Catarinense



Region: Vale do São Francisco

- Dry climate and sunshine produce grapes with a high level of sugar resulting in fruity wines.
- **Latitude:** 08° and 09°00'S
- **Altitude:** 350 meters to 400 meters/ 1,148 feet to 1,312 feet above sea level
- **Average Temperature:** 20°C/ 68°F (winter) and 31°C/ 88°F (summer)
- **Soil:** sedimentary that results of deposits of rocky seiments brought by the San Francisco River
- **Irrigation needed**
- 2 harvests per year per plant/ induced rest of 30-60 days/ 120-130 day cycle

- **Main Red Grape Varieties:** Syrah, Tempranillo and Cabernet Sauvignon

- **Main White Grape Varieties:** Chenin Blanc, Chardonnay, Malvasia Bianca and Muscat

Vale do São Francisco

The climate condition allows the control of the production cycle through **pruning** and **irrigation** and obtain two harvests per year



Pictures taken in the same day

Vale do São Francisco



Sector Overview

Worldwide Area of Cultivated Grapevine

Country	Area in 2008 in thousand hectares
Spain	1165
France	852
Italy	840
China	500
USA	411
Portugal	250
Argentina	225
Chile	198
Australia	173
Brazil	82
Worldwide Area	7.861

Cultivated Area of grapevines in Brazil (2009)

State	Hectares	Acres	%
Rio Grande do Sul	50.415	124.525	63%
São Paulo	9.750	24.082	11%
Pernambuco	7.083	17.495	8%
Paraná	5.800	14.326	7%
Santa Catarina	4.937	12.194	5%
Bahia	4.405	10.880	5%
Minas Gerais	911	2.250	1%
Total in Brazil	82.584	203.982	100%

Source.: Embrapa/CNPUV, Uva e Vinho – Elaboração: Loiva Maria Ribeiro de Mello. Dados Globais: OIV – Organization Internationale de la Vigne et du Vin, Nota de Conjuntura, Março de 2008. www.oiv.int.

Estimate area with fine wines: 10 thousand hectares

More Numbers of Sector and WFB

- **15.000 families** are involved in vitiviniculture in Brazil;
- Brazil is **2° in consumption** of wine in the **South America**, and we have **just 2 liters per capita** of consumption!!!
- We are the **13°** in production of wine;
- Nowadays Wines of Brasil project have companies of all main wine regions of Brazil.

Brazilian Wine Style

A stylized graphic of a vine with green leaves and a yellow and orange trunk, positioned on the right side of the slide.

- Atlantic Influence;
- Fresh and fruity wines;
- Moderate alcohol content;
- Irrigation is not necessary (except Vale do São Francisco);
- Diversity: Grape growing is present in 4 different states and 1,162 wineries;
- Small properties (about 2ha per family) at Serra Gaúcha;
- Hand made harvest;
- Modern technology applied in the viticulture and winemaking process.

Wineries

Serra Gaúcha

- 1- Boscato Vinhos Finos
- 2- Casa Valduga
- 3- Cave de Amadeu
- 4- Coop Vinicola Aurora
- 5- Coop. Garibaldi
- 6- Dal Pizzol
- 7- Dom Cândido
- 8- Don Guerino
- 9- Galiotto

10- Irmãos Basso

11- Irmãos Molon

12- Lovara Vinhos Finos

13- Peterlongo

14- Piagentini

15- Soc. De Bebidas Mioranza

16- Vinhos Don Laurindo

17- Vinhos Salton

18- Vinícola Campestre

19- Vinicola Lidio Carraro

20- Vinicola Miolo

21- Vinícola Perini

22- Pizzato e Vinhos

23- Vinícola Don Giovanni

24 – Adega Cavalleri

Campanha e Serra do Sudeste

- 25- Cordilheira de Sant'Ana
- 26- Vinícola Campos de Cima
- 27 - Dunamis

Planalto Catarinense

28- Vinicola Panceri

29- Quinta Santa Maria

30- Santo Emílio

31- Vinícola Pericó

32- Villaggio Grando

33 – Sanjo

34 – Vinicola Santa Augusta

Vale do São Francisco

35- Vinícola Ouro Verde

36- Vinibrasil

Brazilian Wine – The Concept

Wines of Brasil stands for the successful combination of a multicultural nation with friendly and open people, authenticity, professionalism and innovation.



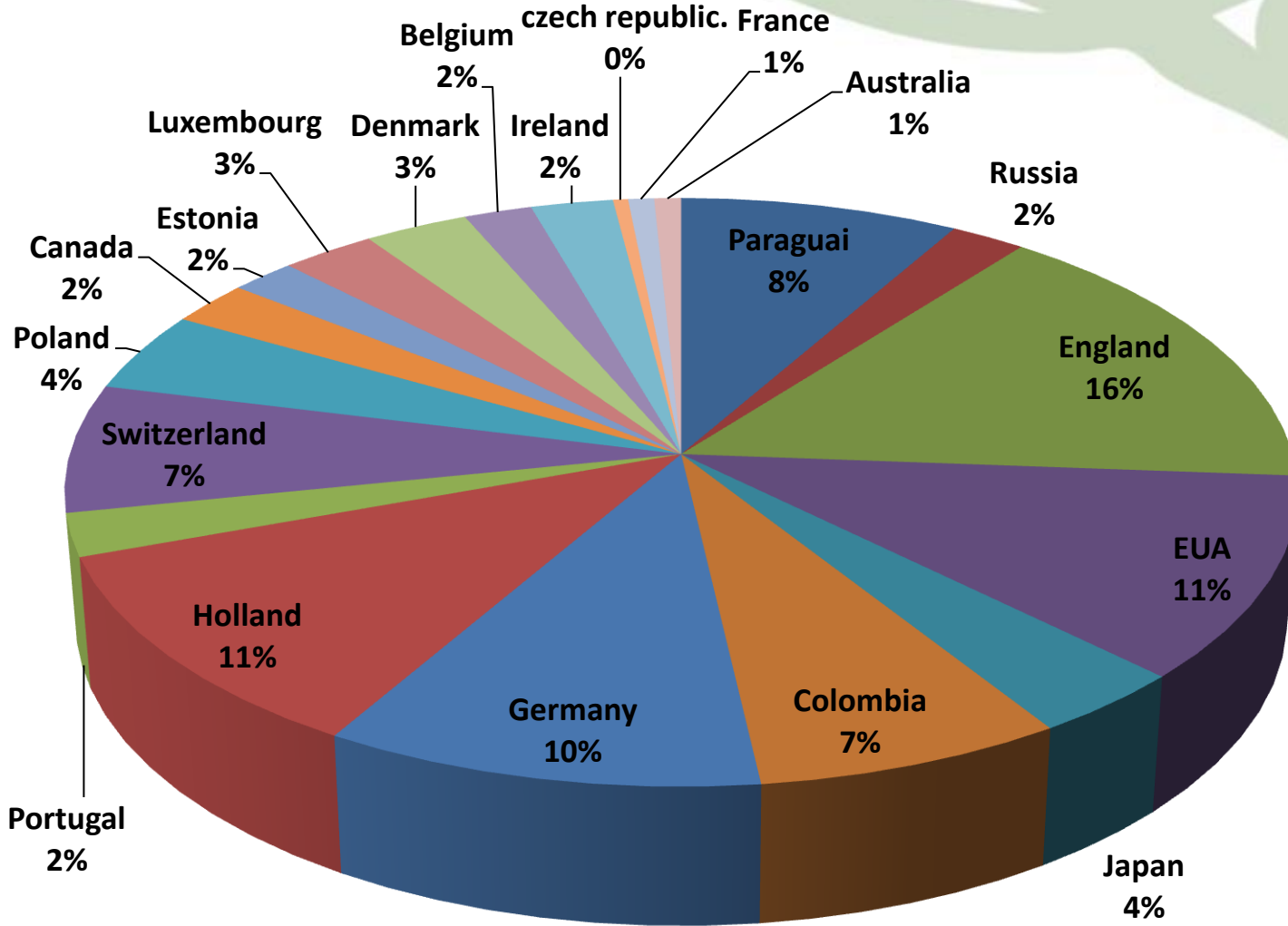
Promotion Actions

- **Tastings (10)**: Canada, The Netherlands (Bubbles on the Beach and Haia), France (Tasting OIV), United States (Seeking Importer Event, Wine Enthusiast New York Toast of Town and NY), United Kingdom (Vinopolis) and Sweden.
- **Press Projects (11)**: February, September, World Wine Tour, Athila Ross, Adam Strum, Charles Metcalfe
- **Technical Mission (1)**: Toscana – October
- **Seminars about wine (2)**: January and June
- **2^a edition of Workshop Quality Wine (1)**: September
- **Launch of the Corck – screw “Laçador” in Milan (1)**: October
- **Master Class (2)**: United States(NY e Miami) - Setembro e Outubro
- **Brand Analysis (2)**: Estados Unidos e Alemanha
- **Business Meetings (1)**: Canada
- **Trading Project**: Singapore

44
events



Export Destinies 2010

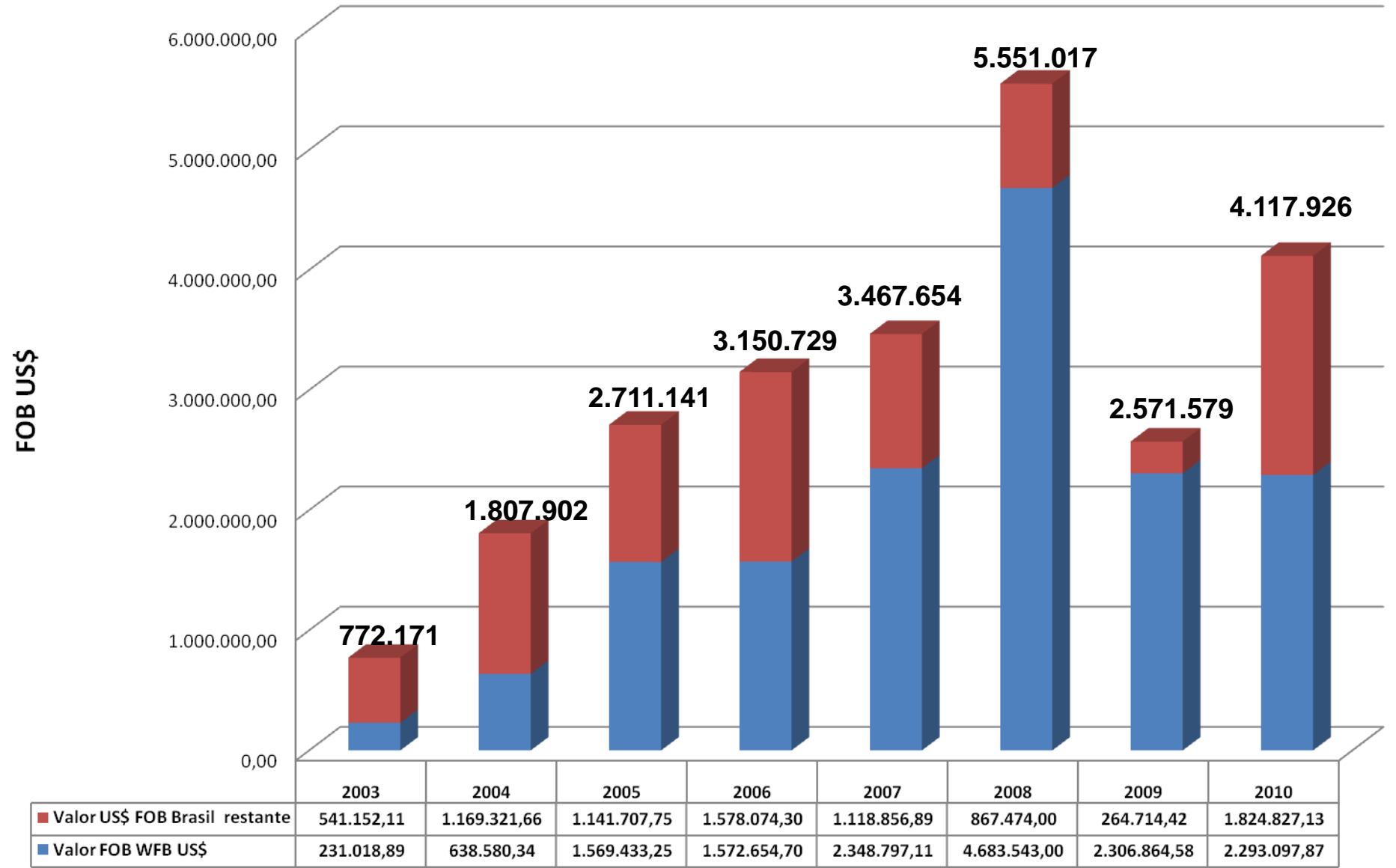


32 Destinies
in 2009



27 Destinies
in 2010

Exports 2003 – 2010 – FOB US\$ – WFB/Brasil



2010 Awards

Brazil was awarded 2.327 medals from 1995 until 31/12/2010

Some of the 2010 awards:

- Merlot Du Monde – 1 Best of the country, 2 gold and 3 silver
- Effervescents du Monde – 1 gold and 5 silver
- MundusVini Alemanha – 2 gold and 1 silver
- San Francisco International Wine Competition – 1 Best of the country, 1 gold, 2 silver, 10 bronze
- Muscats du Monde – 2 silver
- Vinus 2010 – 2 double gold, 9 gold, 11 silver
- International Wine Challenge (IWC) – 1 silver, 3 bronze, 6 Honor recommendation
- Concours Mondial de Bruxelles – 1 gold and 2 silver
- Challenge International du Vin – 1 gold and 3 bronze
- Chardonnay du Monde – 4 silver
- Vinalies – 9 silver



TASTING



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1 - Monte Paschoal Sparkling Brut Rosé



Variety:	100% Pinot Noir
Alcohol Content:	12%
Total acidity:	
Residual sugar:	10 g/L
Vineyards:	Farroupilha, Serra Gaúcha
	Altitude: 750 m

MIOLO

W I N E G R O U P

2 - Miolo Sparkling wine Brut Millesime



Variety:	50% Chardonnay and 50% Pinot Noir
Vintage:	2009
Alcohol Content:	12,5%
Total acidity:	6,15 g/L
Residual sugar:	10,13 g/L
Vineyards:	Vale dos Vinhedos, Bento Gonçalves, Serra Gaúcha Altitude: 650 m a.s.l.



VINÍCOLA
SALTON

3 - Salton Talento 2006



Variety:	60% Cabernet Sauvignon 30% Merlot 10% Tannat
Vintage:	2006
Alcohol Content:	13%
Total acidity:	5,16 g/L
Residual sugar:	3 g/L
Vineyards:	Vale dos Vinhedos, Bento Gonçalves, Serra Gaúcha Bagé – Campanha Gaúcha Altitude: 650 m a.s.l. e 250 m a.s.l

PIZZATO

▪ VINHAS E VINHOS ▪

4 - DNA99 Single Vineyards Merlot 2005



Variety:	100% Merlot
Vintage:	2005
Alcohol Content:	13,5%
Total acidity:	5,6 g/L
Residual sugar:	1,68 g/L
Vineyards:	Vale dos Vinhedos, Bento Gonçalves, Serra Gaúcha Altitude: 650m a.s.l.



LIDIO CARRARO

VINICOLA BOUTIQUE

5 - Lidio Carraro Quorum 2006



Variety:

40% Merlot (of 02 Merlots, from different plots of soils), **25% Cabernet Sauvignon** (of 02 Cabernet Sauvignon, from different plots of soils), **20% Tannat** and **15% Cabernet Franc**.

Vintage:

2006

Alcohol Content:

14%

Total acidity:

Residual sugar:

2,3 g/L

Vineyards:

Vale dos Vinhedos, Bento Gonçalves,
Serra Gaúcha

Altitude: 590 m a.s.l.

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THANK YOU VERY MUCH!