

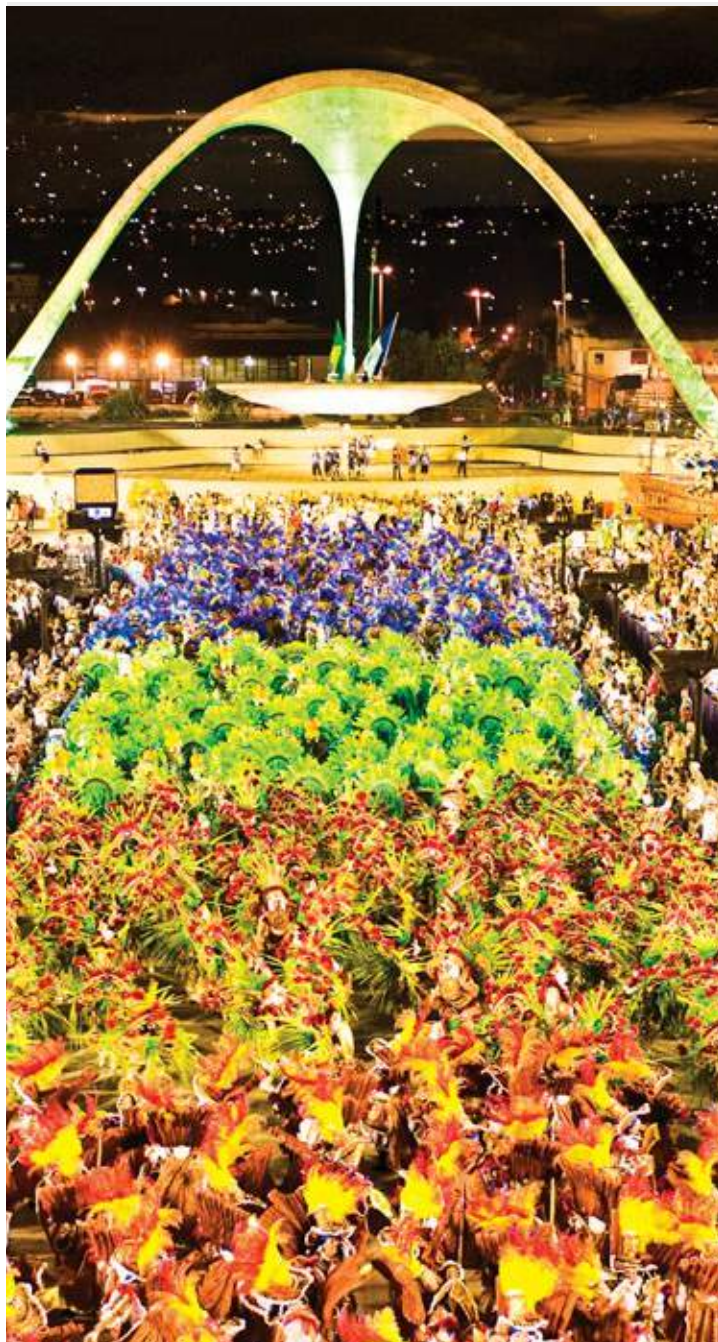
# AN INTRODUCTION TO THE WINES OF BRAZIL

  
*Wines of Brasil*  
*live life, love brazilian wines*

**ApexBrasil**  
BRAZILIAN TRADE AND INVESTMENT  
PROMOTION AGENCY 

  
Ministry of External Relations  
Trade and Investment Promotion Department





Brazil is rightly proud of its soccer, they export more soccer stars than any other country on earth, and has brought us all Carnival, the biggest popular party in the planet, so it should come as no surprise that the Brazilians can celebrate their wines with the same fervor. The climatic diversity typical of a continental country and the legacy of the European wine production, brought to Brazil by thousands of immigrants, has led the country down an unique path in Latin America.

The core of the Brazilian wine industry is formed by young, easy drinking wines, which offer great pleasure for any occasion. In contrast to the sometimes excessively powerful wines from neighboring countries, Brazil has embraced the production of a lighter, fresher style of wine; lower in alcohol and a good option in casual situations or at the table accompanying fine cuisine.

Brazil's biggest representatives in the international market are sparkling wines of high quality and exceptional acidity and freshness. Produced through the Traditional or Charmat methods, they both tend to use mainly Chardonnay and Pinot Noir. However,

as sparkling wine is produced throughout the country, many examples also include grapes which express the local terroir. For example, the many wines that follow the inspiration of the Italian Moscato d'Asti also represent Brazilian excellence for sparkling wines. Internationally recognized, the Brazilian Muscats are a hidden treasure with a great potential to help satisfy the seemingly unquenchable global thirst for fine Moscato.

Aromatic whites and young reds are typically produced with the casual drinker in mind, though there are regions and producers that are specializing in more concentrated wines with the potential to improve in the cellar. Wines, both varietal and blends, range from the classic French portfolio of Chardonnay, Cabernet Sauvignon and Merlot (one of the Brazilian stars) to less famous varieties such as the Portuguese Touriga Nacional and the Italian Teroldego.

Brazilian wines: casual, young, authentic and updated.

For people who search for a happier life and are tuned into new experiences.

Brazilian wines: like Brazil itself.



# BRAZIL:

## HISTORY AND GROWTH OF THE WINE INDUSTRY

### History

Brazil actually has a long history of producing wine, dating back to the middle of the 19th century. The real action started several decades later when Italian immigrants arrived and embarked on an ambitious plan. Their plan was ambitious out of necessity, since a wave of German immigration preceded the Italian immigration and the Germans predictably settled on the best available lands. In the southern state of Rio Grande do Sul, this ended up meaning those lands closer to the coast.

The Italians had to march inland over the gentle slopes of red soils that reach to the Atlantic Ocean, onto the high plateaus and through the hills to found towns with names like Garibaldi and Nova Bassano. They settled into valleys named after homes left behind, like the Vale Trentino.

### Immigrants

The Italians have had an impressive impact on the heart of Brazil's wine community, located in Rio Grande do Sul and particularly in the city of Bento Gonçalves. A typical meal of the Serra Gaúcha region still begins with Agnolotti en Brodo and generally includes polenta and some sort of roasted chicken or pig dish. Older people in particular continue to speak Italian in the region. This vestigial Italian continues to be fairly widespread, particularly once you get out of the city and into the valleys that surround Bento Gonçalves, and it shapes the wines as much as it shapes the language.

### Topography

The wine regions surrounding Bento Gonçalves feature hillside vineyards for the most part. Unlike many other wine producing regions, these sloping vineyards are not on the sides of hills but on the sides of valleys, carved from a basaltic lava flow. This forms the plateaus around the main wine producing region known as Vale dos Vinhedos, or valley of the vines. Nearby and with similar topographical conditions, one finds the smaller but equally promising region of Pinto Bandeira.

This formation, sloping valley sides eroded from basalt, is one of the reasons that the wines of Brazil have such promise. Topsoils tend to be rather thin and meager, ideal for forcing the vines to struggle. Beyond that, they seem to impart a distinct terroir that can be seen across a rather broad section of the wines. There is a fine minerality in many of the wines and sometimes an ashy note, which might be off putting, but that basalt keeps these wines taut and crisp with fine acidity and tannins.

### Climate

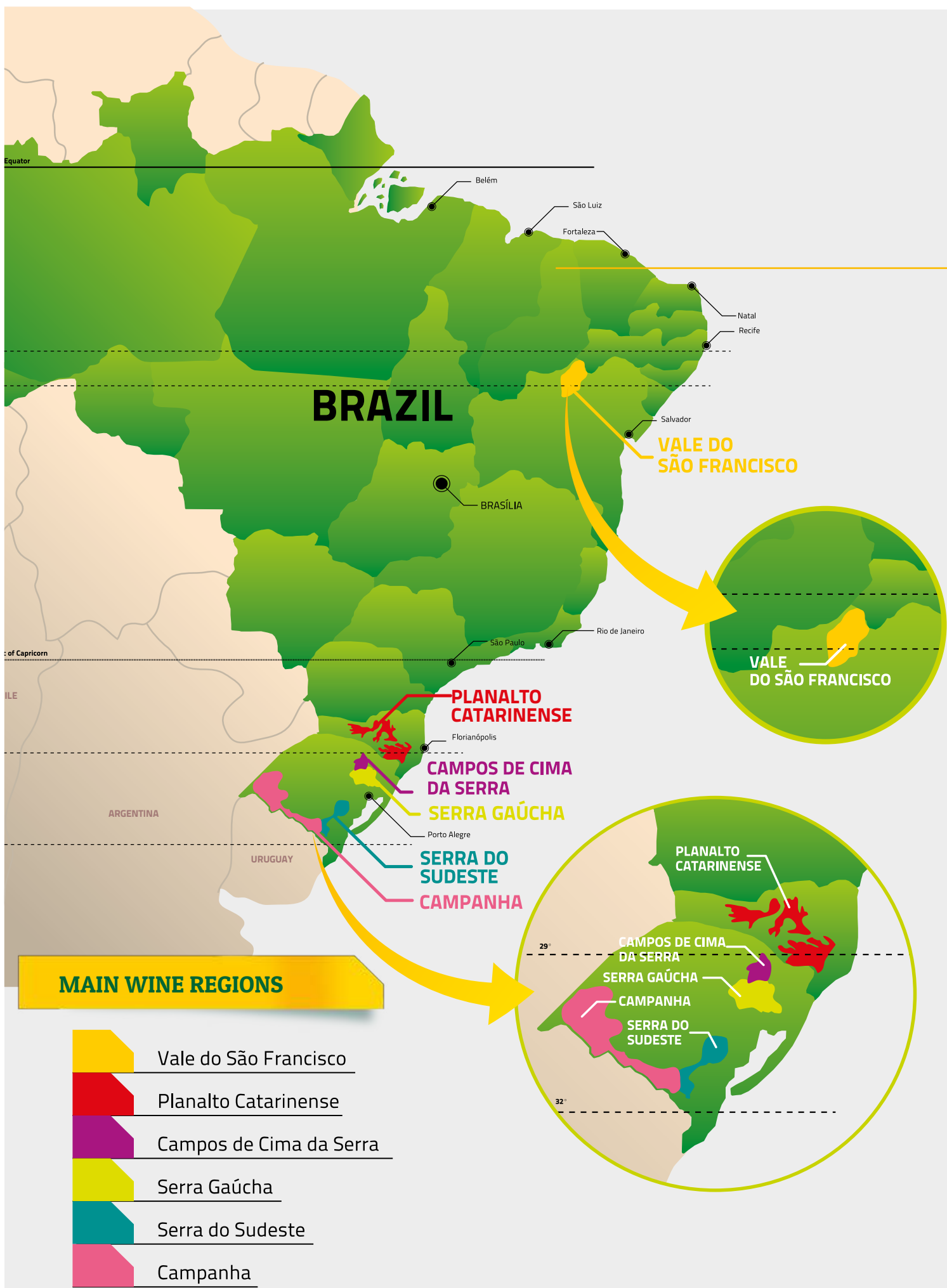
The biggest hurdle facing producers is not the lay of the land but the climate. Vines love warmth in the summer, but they also need cold in the winter and, in general, prefer drier climates. We don't think of cold and dry when we think of Brazil, but Brazil is an awfully large country and Rio Grande do Sul is located in far southern Brazil.

While the notion of Brazil as a warm country is well founded, winter weather in the south often features daytime highs of 50 degree or less and lows well below freezing. So, the region does have temperature swings sufficient for healthy vine growth. Even during the warmer summer months, temperatures tend to be held in check by the temperature drainage afforded by the extensive valley system.

### Humidity

If there is an Achilles' heel to Brazil's wine growing regions, it is the humidity. While many regions suffer through with 20 or 30 inches of rain a year, Serra Gaúcha, the region that includes Bento Gonçalves and the main wine growing regions, often receives over 70 inches of rainfall per year. How do they handle it? With luck and ingenuity, mostly.

The luck would fall to the ground as it happens. That basaltic soil can be quite porous, allowing for easy drainage of much of the rain, particularly on the steeply sloping hillsides.







# GRAPE VARIETIES

The relationship between Brazil and wine is old. Wine grapes were planted in Brazil by the colonial Portuguese right after their arrival. However, over the years wines fell out of favor or was failed to be embraced by the growing Brazilian population. Over the past few decades that trend has been reversed as Brazilian wines have won followers both within the country and more recently around the world. The modern wine industry is a relatively recent development and as such it has the advantage of utilizing all the latest techniques and knowledge as it continues to expand both vineyards and facilities.

- Being such a young industry, there is still much to learn particularly in the vineyards where matching vines with diverse terroirs continues to benefit from ongoing experimentation; although

there have been some winning combination that have already proven that international varieties can find a welcoming home in Brazil.

- In the Serra Gaúcha (the mountainous region of Rio Grande do Sul), the grapes on which sparkling wines are based have already proven that they can achieve exceptional quality. Chardonnay and Pinot Noir are the most common vines in the Serra Gaúcha region, which is responsible for a little over 80% of all the wine produced in the country.
- Among the red varieties, Merlot has been recognized by some experts as the one with the highest potential to represent Brazil in the international market. This relatively early ripening variety has proven to be well suited to the climate of Serra Gaúcha, where it

produces soft, ripe tannins and retains good aging potential.

- Besides Chardonnay, other well known white varieties are leading the renaissance of Brazil's wine industry. Widely cultivated in the Serra Gaúcha, Moscato is used to produce both still and sparkling wines of great quality, featuring great aromatics and bright, rich fruit. At the high altitudes of the Planalto Catarinense (Santa Catarina Plateau), Sauvignon Blanc is produced with great aromatic intensity and complexity and a fine minerality that reminds one of examples from colder countries that Sauvignon Blanc calls home.
- However, some believe that the Brazilian greatest surprises are not among the classical varieties, but from varieties less common to an

international audience. This is the case, for instance, of Marselan, a cross of Cabernet Sauvignon and Grenache, which has shown great promise in Serra Gaúcha. In the same region, the Italian Teroldego has been widely tested, and well received internationally at tastings and trade fairs. In the regions of the Serra do Sudeste (Southeastern Mountains) and Campanha, Iberian varieties such as Touriga Nacional, Tinta Roriz and Tempranillo have been successfully cultivated, along with the French Tannat.

- And finally in the warm temperatures of the Vale do São Francisco (São Francisco Valley), in the Brazilian Northeast, Syrah produces perfumed wines that are easy drinking and Moscato can be counted on for fresh, fun sparkling wines.





# TODAY IN BRAZIL

Today the Brazilian wine industry is expanding outside of its historic core. With vineyards that span an almost 2,500 mile distance from north to south along the country's eastern border, producers are discovering new areas that offer unique growing conditions. The wide variety of elevations, soil type, and rainfalls has afforded the Brazilian wine industry a flexibility that few other countries can match.

There are six main wine producing regions, the core of which is Serra Gaúcha, with Serra do Sudeste and Campanha to the south, Campos de Cima da Serra and Planalto Catarinense nearby to the north, and the Vale do São Francisco to the far North. Each of these regions has proven to offer an advantage that has turned them into success stories.

The story begins in Serra Gaúcha, where Brazil's Denomination of Origin (DO) wines find their home. The original DO, Vale dos Vinhedos was only established in 2012, 10 years after the region was awarded the status of Indication of Origin (IO). Other surrounding regions – Pinto Bandeira, Altos Montes, and Monte Belo have recently been awarded with their IO, and look forward to achieving DO in due time.

Close by to the south one finds Serra do Sudeste, a gem in the wine making with gently rolling hills and a climate very similar to that found in Serra Gaúcha. The big difference here is the soil, based on decomposed limestone and granite as opposed to the basalt soils commonly found in Serra Gaúcha. These soils promote low yields amongst the vines, which have kept vineyard growth down to a relatively slow pace, but the fruit that comes from the several thousand acres planted here have proven to develop rich, mineral laden wines. Chardonnay, Pinot Noir and Tannat have garnered significant attention when planted here but there is a rising wave of enthusiasm building around some of the lesser known grapes such as Touriga Nacional, Alicante Bouchet,

and Ancellotta, which may finally have found a place to call their own.

Further to the south snuggling up to the Uruguayan border is the Campanha region. This is where a significant amount of the investment in fine wine is happening. With a mild climate comparable to Western Europe and easy to farm rolling hills, it's turning out to be the ideal place to expand upon the production of Brazil's trademark styled wines: low in alcohol, crisp and intimately food friendly. Almost all the vineyards here are recent additions to the landscape so it should come as no surprise that this is a region devoted to vinifera grapes, with Cabernet Sauvignon and Syrah being most common followed by Tannat, Touriga Nacional and Tempranillo. If you're looking for exciting developments in Brazilian wine, look no further.

To the north of Serra Gaúcha is the state of Santa Catarina, which is home to Brazil's cooler and higher elevation vineyards. At elevations between 3,000 and 4,000 feet, the vineyards of Santa Catarina enjoy plenty of sunshine during their summer days but are under the threat of frost each year as harvest approaches. In fact it's the only place in South America where Ice Wines are naturally produced! The heart of wine making in Santa Catarina is the small sub-region of Planalto Catarinense, planted entirely to vinifera grapes on a raised plateau. This is turning out to be a promising region for white wines and sparkling wines in particular; a Brazilian passion.

Finally, far to the north one comes to the Vale do São Francisco, a whole other world. Vineyards here are able to ripen fruit almost year round; vine plantings are spaced out four months apart so that when the vines begin to bear fruit, there is a harvest every four months! It's an amazing and unique character trait and one that has been taken full advantage of by producers looking for a consistent supply of fresh and fruity wines for the marketplace.



# WINE AT THE TABLE

As you might expect, Brazilian culture is a celebratory culture and they of course include food and drink as an integral element in their lives. While wine has not always been intimately linked with Brazilian culture, it is becoming every more common on Brazilian tables. The fact that so much of the wine produced in Brazil is made in what one might be tempted to call an European style makes it that much easier for Brazilian wines to win over

Brazilian consumers as well as consumers around the globe. These are wines that tend to be smaller scaled than most of the wines of South America. Wines based on acidity and minerality as much as fruit, wines that are balanced, elegant and remarkably food friendly. It's at the table that the beauty of Brazilian wine really becomes apparent. These are wines that are friendly and flexible, working well with whatever

we might eat, be that continental classic or the multi-cultural cuisine of Brazil. No matter what your preference may be there's a wine from Brazil waiting to take your meal to the next level. Check out some of these suggestions and try some of the great Brazilian dishes for yourself. We've even included recipes for them that can be found at end of this guide.



## Steak: pair it with a Merlot from Serra Gaúcha

As a big beef producer, Brazil has a certain expertise with steak, especially in the South of the country, where the typical food is the churrasco: meat roasted over charcoal embers. Since this is also the region where 85% of Brazil's fine wines are produced, it's natural to pair fine steak with the country's iconic wine: Merlot. Bright, juicy and with fine tannins, a Brazilian Merlot is a natural partner for a rich, meaty steak.

## Pepperoni Pizza: pair it with Tempranillo from Serra do Sudeste / Campanha

The classic combination of pizza and wine can become more interesting with something new and different. The Iberian varieties, such as Tempranillo, have adapted well to the regions of Serra do Sudeste and Campanha, near the frontier with Argentina and Uruguay. Tempranillo's zesty acidity and deep flavors are the perfect foil for the richness and spice of your pepperoni pizza!

## Sushi: pair it with Sparkling Wine from the IO (Indication of Origin) Pinto Bandeira

Even in Japan the combination of sparkling wine and sushi is emerging as a go to food and wine pairing. Delicate yet intense, creamy yet zesty, the nuanced sparkling wines from Pinto Bandeira are gaining acclaim around the world, and the delicious blending of flavors and textures that arise when it is paired with Sushi will make a believer out of just about anyone!

## Semifreddo: pair it with Sparkling Moscato

The Italian tradition of sparkling Moscato produced with the Asti method has conquered Brazil. A lightly sweet and fruity wine, it has struck a cord with Brazil's sweet tooth. Sweet, yet with all that refreshing acidity, these are wines that work superbly with classical Italian desserts that are also gently sweet, like a classic semifreddo - another Italian tradition.



# TYPICAL BRAZILIAN DISHES



## Feijoada

Pair it with Nature Sparkling wine from Serra Gaúcha

One of the beautiful things about sparkling wine is that they can be paired both with light dishes, such as canapés and snacks, and with heavier recipes – the feijoada, for instance. This most typical Brazilian dish may be rich and intensely flavored, but thanks to the acidity and the effervescence of the sparkling wine, the pairing can come off as much more delicate and refined. Of course, the richness of a good feijoada demands a structured wine, so look for a bottle labeled nature, which is dry and firm on the palate.



## Pão de queijo (Cheese bread)

Pair it with Pinot Noir from Serra do Sudeste/Campanha

Pão de queijo is the national snack of Brazil. Eaten seemingly around the clock; it is as common at breakfast as it is as an afternoon break. At picnics and at cocktail parties, even as a starter for an elaborate meal they are always a welcome blend of creamy and delicate textures and flavors. This versatility is also found in Pinot Noir from the regions of Serra do Sudeste or Campanha; wines that lead the way towards the global trend of moderate alcohol paired with rich fruit. A perfect partner for Brazil's anytime snack!



## Codfish Fritter

Pair it with Sauvignon Blanc from Santa Catarina

The origin of the codfish fritter or croquette is Portuguese, but the Brazilians have adopted them as their own! Found in any happy hour bar, this casual recipe deserves a relaxing wine, one with vivid flavors and intense aromas; characteristics one finds in the Sauvignon Blanc from the state of Santa Catarina. The richness of the fried croquette is perfectly balanced by the acidity of the Sauvignon Blanc and with its fresh, fruity and herbal aromas that make it an ideal partner for Brazil's cuisine rich in seafood.



## Condensed Milk Pudding

Pair it with Muscat from the Vale do São Francisco

Condensed Milk is in the soul of Brazilians, it's part of their very lifeblood. It's the base of other popular desserts from the country (such as Brigadeiro and Sweet Rice). Condensed Milk Pudding is easy to prepare and delicious all by itself. Paired with the sweet Muscats of the Vale do São Francisco, they are an ideal conclusion to any meal.





# THE BEST WAY TO EXPERIENCE BRAZILIAN WINES IS IN BRAZIL, OF COURSE!

Just as the Brazilian wine industry has grown over the past two decades, so has the wine tourism industry, though not without some growing pains. Today one finds many wineries well equipped to receive visitors, some with extensive retail operation and restaurants all staffed by professionals and other where you can still get that mom and pop experience as you taste with the owners or winemakers who are so intimately familiar with the local scene.

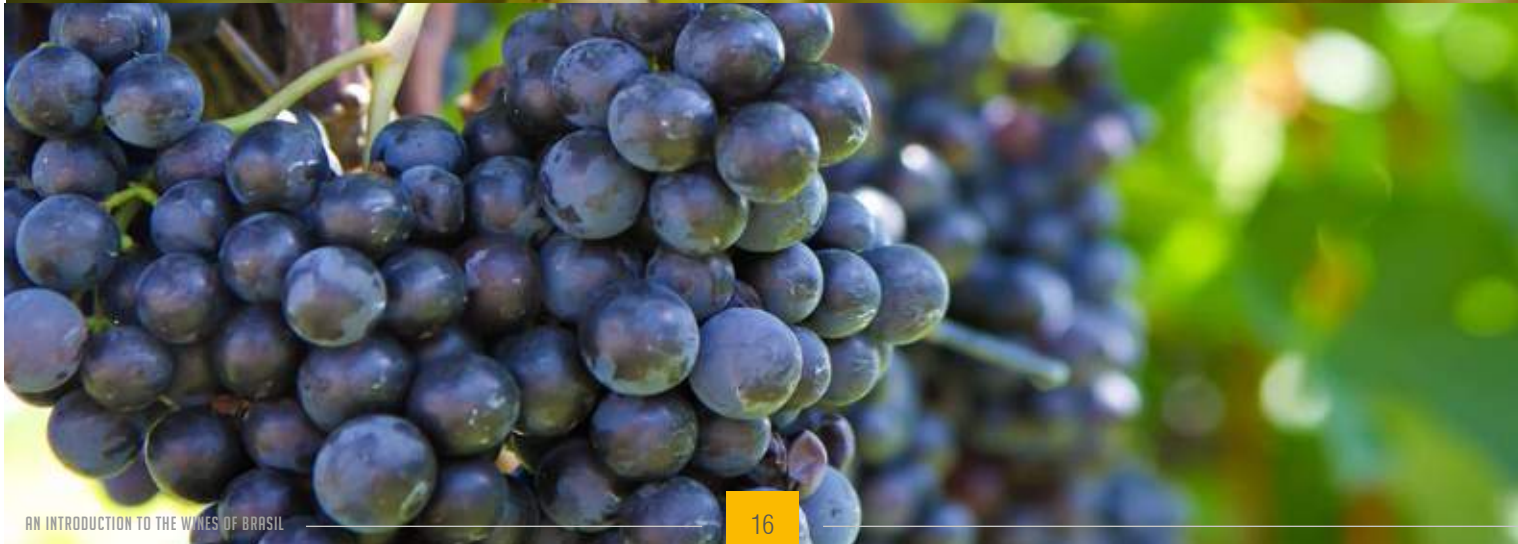
The most heavily developed wine regions in Brazil also have the most heavily developed wine routes, though younger regions such as the

Planalto Catarinense and the Vale do São Francisco have already organized routes with ample opportunity for wine lovers to experience the local fare. Developments in transportation in the regions have also made it much easier to visit these wineries with renovated roads and expanded air service through the region being an important concern in such a big country.

Along with the tourists and the ease of travel comes the infrastructure that invites still more visitors. While many regions still rely on small inns and Bed and Breakfasts on the winery properties themselves, the busiest

wine routes now find themselves well equipped with world-class accommodation featuring all the amenities the international traveler has grown accustomed to. In addition to discovering delicious wines, tourists to the Brazilian wine regions can try the delicious and distinctive local cuisines, do a little shopping, and delve in to the rich history of Brazil's various regions. The Brazilian wine tourism experience is far from the stereotypical view of Brazil's beaches and all-night parties, which makes it a pleasant surprise for every visitor.





# SERRA GAÚCHA

The wine tourism routes in the Serra Gaúcha have the city of Bento Gonçalves at their center but spread out in all directions, each filled with local attractions.

For example one can take a ride on the Maria Fumaça, an old steam locomotive that travels between the cities of Bento Gonçalves and Carlos Barbosa, pulling cars crowded with tourists. Once outside the city one is surrounded by valleys, mountains, vineyards and wineries offering a great diversity of products, with sparkling wines and red wines standing out.

Another renowned tourist attraction is the Caminhos de Pedra (Stone Walks), a street filled with old homes that now offer visitors artisanal goods, local cuisine, and a reminder of the cultural history of the region.

Some spots that should be on every wine visitors itinerary include:

## Vale dos Vinhedos

Named by the Wine Enthusiast magazine as one of the 10 best wine tourism destinations in the world, the Vale dos Vinhedos is filled with beautiful landscapes, great wine, plenty of great restaurants and places to simply relax. With around 200 thousand tourists each year, it has become a famous destination in Brazil.

## Garibaldi

A city that specializes in the production of sparkling wines and features a sparkling wine tour route. Around 90 thousand yearly visitors come and check the local attractions.

## Pinto Bandeira

Besides the impressive landscapes, with native woods, waterfalls, and of course vineyards, the highlight of this Pinto Bandeira is their sparkling wines. Small and intimate, this is a region where the local wineries continue to offer charming gastronomic and lodging options.

## Altos Montes

Another young region where the landscape is dotted with cutting-edge wineries, celebrating modern architecture beautifully integrated with the vineyards. An advanced culinary school in the region has helped the cities of Flores da Cunha and Nova Pádua to become the twin gourmet centers of the state of Rio Grande do Sul.

## Região das Hortênsias

Centered between the cities of Gramado and Canela, this is a region made famous by their well preserved colonial architecture. While the region has preserved the look of the past, the local hotels and restaurants are very much up to date with a year round promotional schedule that has been attracting tourist for years.



# THE MORE ADVENTUROUS SHOULD NOT MISS

## **Campanha**

Near the frontier with Uruguay and Argentina, this region houses some of the oldest vineyards in Brazil, yet the wine tourism infra-structure is still being built. It's a region that is growing quickly with many wine cellars under construction and some recently opened, displaying the unique architecture of Brazil's emerging wine industry.

## **Planalto Catarinense**

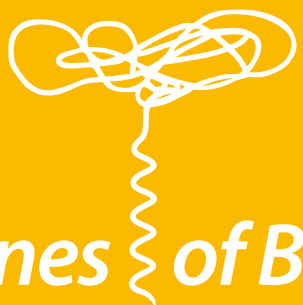

Brazil's winter wonderland, this is a region familiar with tourists, though most are Brazilians out to experience the intense cold of the high altitudes or to take in the local snowfalls, a very rare phenomenon in the rest of the country. The wines, especially the fresh and lively white ones, have attracted more and more tourists, which in turn have motivated local wineries to invest in new tasting rooms and retail outlets.

## **Vale do São Francisco**

The greatest attraction of the Vale do São Francisco is the possibility of witnessing vines in all the phases of its vegetative cycle in a single vineyard. It is an unique experience, possible only among the vines of these Brazilian vineyards so near the Equator line. This unique viticultural landscape can be viewed from the wineries themselves or one get an even more expansive view from the river São Francisco, while enjoying a relaxing river cruise between the wineries.







## *Wines of Brasil*

# THE WINES OF BRASIL :

## THE SECRETS TO THEIR SUCCESS.

While Brazil's wine history is long, its history in making fine wine is modest, really only beginning in earnest some 15 to 20 years ago. The vineyard situation in the region remains rather, shall we say, picturesque, because of the ramshackle state so many vineyards are in and the wide selection of grapes being grown.

Not surprisingly, much of the region's vineyards were originally planted to supply home winemaking. As such, they are rather small and were planted with quantity as opposed to quality in mind meaning that many of the vineyards were planted as big, tall, leafy pergolas. Today all the quality-conscious producers have replanted their vineyards, replacing the old pergola system to traditional fine wine trellising techniques, such as cordon spur and guyot.

While the replanting of Brazil's vineyards will undoubtedly alter the landscape from a visual perspective, the changing composition of those vineyards will do the same for the commercial landscape on which the wines of Brazil are built.

With so much of the region's history devoted to home winemaking, its no surprise to see varieties traditionally

associated with Italy continuing to play a role. Varieties such as Ancellotta, Teroldego and hybrids are losing ground to international fighting varieties such as Cabernet Sauvignon and Chardonnay. This makes sense in the short term, but producing cookie cutter value wines is not something Brazil seems well positioned to do. These are not easy lands to farm, nor is that a good strategy for real growth in international markets.

This is not to say that Brazil is headed down the wrong path. One of the biggest surprises with Brazilian wine is the very high quality of the Merlot from numerous producers. Ditto for Chardonnay. The style of the wines, with few exceptions, works with the lean, mineral nature of the fruit instead of fighting against it in an effort to create a fruit bomb.

There is also a tremendous production of delicious Moscato in Brazil. Historically, this is an important variety in the land of Carnival.

Investments in vineyards in Campanha, south of Serra Gaúcha close up on the border of Uruguay, are beginning to change the financial calculus for many producers. As opposed to the difficult to farm hillside vineyards, Campanha

is flat and easy to farm efficiently. These wines are proving to be very good and the cash flow they create for Brazilian producers should go towards improvements in quality, marketing and education, three things that are vital for Brazil's long term success in the wine industry.

Brazil's wine industry is still quite small and when you look at their fine wine industry, it's not much bigger than the biggest global producers. Much of that wine happens to be sparkling wine, fitting for a country that seems to have perfected the art of celebration.

So, why should we be interested in Brazilian wines? Why do they matter?

To start with, they offer yet another interpretation of wine. Do not fall into the trap of thinking that the wines of Brazil somehow fit into a South American wine pigeonhole. These are truly fascinating wines, modest in alcohol and body, ripe with good acidity and fine tannins, expressing a balance of fruit and soil that will please many at palate. They can be a revelation for an Old World palate and a fascinating new discovery for one who prefers New World wines!



# BRAZILIAN WINE HISTORY

The beginning : The first vines are brought to Brazil by Martim Afonso de Souza, who comes from Portugal. The *Vitis vinifera* seedlings are planted in the Captaincy of São Vicente in the Southeast, but do not grow well in the local climate and soil.

1532

Divine encouragement: The arrival of the Jesuits at the region of Missões boosts the viticulture in southern Brazil. The introduction of vines in Rio Grande do Sul is credited to Father Roque Gonzalez de Santa Cruz, who was helped by the Guarani native community to maintain the vineyards and make wine, a key element in religious celebrations.

1626

Restraint of trade: Fearing the success of viticulture in Brazil, the Portuguese court prohibits the cultivation of grapes in the country. The measure inhibits the sales of wine in colonial Brazil and forces production into the hands of home winemakers.

1789

1551

Portuguese persistence: The young Brás Cubas, one of de Souza's fellow colonists moves from the coast to the Atlantic Plateau. In 1551 he succeeds in producing the first Brazilian wine, though climate and soil make this success short lived.

1732

New centers in the South: Portuguese immigrants, especially Azoreans, settle along the coast of Rio Grande do Sul, forming the colonial cities of Rio Grande, Porto Alegre and Pelotas. They bring seedlings of *Vitis vinifera* from the Azores and Madeira islands, but the lack of incentives and adequate cultivation techniques result in poor crops.

Resistant alternative: The English trader Thomas Messiter introduces *Vitis lambrusca* and *Vitis bourquina*, grapes native to the USA, to Rio Grande do Sul. More resistant to pests and diseases, the seedlings were initially planted on Ilha dos Marinheiros (island), located in Lagoa dos Patos, but soon spread throughout the state.

1840

Foreign interest: Georges Aubert winery moves from France to Brazil marking the beginning of a cycle that leveraged the national viticulture. The interest of foreign companies in the country, which will culminate in the 1970s with the arrival of multinational wine companies, brought new techniques to the vineyards and wineries and raised the quality of production, while expanding the areas of grape cultivation.

1951

Regional identities: After the viticulture is consolidated in different regions, from the South to the Northeast of the country, each productive zone invests in developing their own identity. The pioneering region is Vale dos Vinhedos, obtaining the protected Designation of Origin in 2002.

2002

1808

Popularization in the court: The Portuguese royal family moves to Brazil lifting the ban on the production and sale of wine. Wine is now incorporated into meals, social gatherings and numerous religious festivities.

1875

The Italian landmark: The big leap in the national wine production occurs with the arrival of Italian immigrants in Rio Grande do Sul. They bring both the technical production knowledge as well as the culture of wine consumption. Many bring *vinifera* seedlings from Europe, but are forced to abandon them due to climate and soil. Instead the Italians work hard to improve the quality of the local wines and establish more organized commercial activities around the production and sale of wine.

1990

Change of model: The improvement in wineries, which throughout the 1980's changed their vineyard systems (from the horizontal cordon to vertical trellis and the cultivation of European rather than American varieties), gains momentum due to the economic openness of Brazil. Access to different styles of wines and the competition with imported products make national wine makers enhance the quality of their products.



# TOP TEN LANDMARKS IN THE RECENT BRAZILIAN WINE INDUSTRY HISTORY

## 1 BRAZIL'S ECONOMIC OPENING

The big advance of the Brazilian wines took place when the country woke up to the foreign market and started to observe its main trends and preferences. The Brazilian wine industry quickly adopted practices and technologies which helped to better exploit its different terroirs. This process started in the 1970s, with the arrival of multinationals such as Seagram, Martini, Cinzano, and Chandon, and reached its peak with the economic opening of the 1990s. This allowed producers easier access to the modern equipment that would contribute to the improving quality of Brazilian wines. Today Brazil's wine compete with different styles of wine from around the world, the leap in quality that the Brazilian wine industry has achieved over the last few years took many other countries decades to achieve.

## 2 ENTRY IN THE OIV

When it had achieved the ability to compete with quality wines produced around the world, the Brazilian wine industry fought to gain an active position in the world market of wine. In 1996, the country gained a seat with the Organisation Internationale de la Vigne et du Vin (OIV), one of the world's great communities of wine professionals. A short time after gaining membership in the OIV Brazil became an important participant in different technical, economical and legal commissions within the organization.

## 3 CREATION OF IBRAVIN

In January 1998, the grape and wine producers of Brazil witnessed the creation of the Brazilian Wine Institute (Ibravin - Instituto Brasileiro do Vinho), which allows a meeting of the minds aimed at reconciling the concerns of farmers, wineries, cooperatives and the government, in order to grow the grape and wine sector in Brazil. By promoting development measures, Ibravin has allocated its resources to projects that cover all aspects of the wine industry, from the vineyards to the consumers' glass.

## 4 NEW GENERATIONS

Beginning in the 1990s, and gaining energy through the following decade, an important movement was afoot in the wineries of Brazil. Younger professionals, most of them children or grandchildren of the founders, started to manage wineries, implementing modern technological, commercial and managerial techniques that helped revamp the profile of Brazil's wines. The School of Oenology in Bento Gonçalves, in the Serra Gaúcha, graduated its first class in 1998, codifying and expanding upon the technical curriculum that had been offered to the students of the local High School since 1962. Young oenologists are now trained locally and can explore the world before returning home bringing with them the latest techniques and an informed opinion on what it takes to succeed on a global stage.

## 5 ENTRY ON THE INTERNATIONAL SCENE

Individually, the Brazilian wineries have built a slim history of participation in the main international fairs and tastings. However, since 2002 there has been an unprecedented level of international participation by wineries, large and small, at events around the world. The debut on the world scene was at the London International Wine Fair 2002, an event that even now remains a reference for the wine market. Today fairs such as ProWein, Vinexpo, Sial, Anuga, and the Hong Kong International Wine Fair feature the full range and depth of wines that Brazil has to offer.

## 6 BRAZIL IN THE MAP OF WINES

It is difficult to point exactly when a country is definitively recognized in the international wine market. For Brazil, one of the hallmarks of this process is the inclusion in The World Atlas of Wine, a publication that has mapped the main producing regions of the planet since 1971. Authored by the critic Hugh Johnson, who, since 2001, has counted on a partnership with Jancis Robinson to complete each updated edition, the book started to dedicate space to Brazil with its latest edition. The entry in The World Atlas of Wine also demonstrates Jancis's interest for Brazilian wines. In 2011, she highlighted the country again while evaluating a Brazilian sparkling wine in her tasting session "Beyond Bordeaux", which took place during the Wine Future Hong Kong event. Just as with Jancis Robinson, other world famous critics - Steven Spurrier, Oz Clarke, Adam Strum, Julia Harding, Peter Richards... - have started paying more attention to Brazilian wine, and many of them visited the country to investigate the scene personally.

## 7 DENOMINATED IDENTITY

A new phase in the history of Brazilian wine began in 2002, when the country registered its first Geographic Indication for wines. The producers of the Vale dos Vinhedos, in the Serra Gaúcha, obtained the right to add certification to their labels, attesting to the fact that they belonged to a terroir unique in the world. The same power was soon granted to other three regions: Pinto Bandeira, Altos Montes, and Monte Belo, all of them in the Serra Gaúcha region. This recognition has brought with it commercial and marketing advantages to the regions, and has encouraged other producing areas to follow the same path. Ten years after the first Indication of Origin (IO) was granted, the Vale dos Vinhedos saw its certification evolve to the status of Denomination of Origin (DO), further tightening regulations for the wineries and promising even better wines for consumers.

## 8 MODERNIZATION AND PLANNING FOR THE FUTURE

Between 2005 and 2008, the Brazilian wine industry took two definitive steps towards the future. Aiming at the sustainability and the competitiveness of the industry as a whole, the Program Visão 2025 was created to outline the strategies that will allow the industry to grow over the coming decades. At the same time the image of Brazilian wines also stepped into the 21st century after the market campaign named Open Your Mind unified the image of the products in the domestic and foreign markets. Highlighting the youthful, authentic identity of Brazil's wines and focusing on consumers tuned in to the newest experiences, the campaign was marked by the iconic green and yellow corkscrew logo created by the Brazilian designers Humberto and Fernando Campana, known worldwide as the Campana Brothers.

## 9 CENTENARY QUALITY

The year 2013 marks the centennial of Brazil's most famous wine: the Brazilian sparkling wine. First produced in 1913 by the Italian immigrant Manoel Peterlongo, it had a fundamental role in the development of the industry, as it was the responsible for the first Brazilian wine exports on a commercial scale and subsequently attracted some multinational corporations to Brazil. The most common grapes used for sparkling wine, such as Chardonnay and Pinot Noir, adapted perfectly to the Brazilian climatic conditions and when planted in the right terroirs, produce sparkling wines that feature the freshness and liveliness that only the best sparklers can match.

## 10 INNOVATIVE EXPERIENCE

The Brazilian wines are much more than a category of products. They are connected to the spirit of the Brazilians, a happy, warm people, receptive to new experiences. To show that this is not only an idea, the wine industry developed projects that put their wines at the center of two national passions: sport and Carnival. With both the World Cup in 2014 and the Olympic games in 2016 taking place in Brazil, the global marketing of Brazilian wine has taken an athletic turn with a special schedule produced to highlight the work of the wineries during the competitions. Since 2012 the Brazilian wines have also invaded the Carnival circuit, the biggest party in the country, and has become a theme of the famous parades. The first city to talk about wine in a samba way was Porto Alegre. In 2013, the experience was repeated in São Paulo.





# REGIONAL GUIDE TO BRAZIL



# SERRA GAUCHA



29° S



12.9°C – 22.9°C



STEEP RELIEF



400M - 800M



BASALTIC ORIGIN

- The heart of Brazil's high-end sparkling wine production
- Red wines show a European flair
- A region filled with family owned business and history
- Searching to create brazil' top appellations
- The biggest and most important wine-producing region in Brazil is responsible for about 85% of the national wine production. The basaltic soil and the temperate, humid climate with mild nights produce wines with a distinctive personality.
- This is the cradle of the Brazilian wine industry; since it was here that the Italian immigrants settled starting in 1875. They brought modern grape cultivation techniques and the culture of consuming wine, which they spread to the region around them.
- The reputation of the Serra Gaúcha was built mainly on red wines. Concentrated, rich in aroma and with an earthy identity, they have had a great evolution since 1990, when the wineries – small enterprises run by the descendants of those original Italian immigrants, started to replant their vineyards and invest heavily in technology inside their cellars. Most recently however, it has been the sparkling wines that have brought fame to these terroirs. The most awarded and coveted Brazilian sparkling wines come from this region.
- The only four certified oenological production areas of Brazil are located in the Serra Gaúcha. The Vale dos Vinhedos, which occupies 72.45 square kilometers among the cities of Bento Gonçalves, Garibaldi and Monte Belo do Sul, was the first to be awarded the Denomination of Origin (DO) for its labels. Following in these footsteps, Pinto Bandeira gained the Indication of Origin (IO) for the wines of this 81.38 square kilometer region between Bento Gonçalves and Farroupilha. This is the same certification achieved by the region of Altos Montes, which includes the cities of Flores da Cunha and Nova Pádua, and has an area of 173.84 square kilometers. In the end of 2013, the Monte Belo region also achieved its IO.
- In the nearby city of Farroupilha, Afavin (Associação Farroupilhense de Produtores de Vinhos, Espumantes, Sucos e Derivados) also has started the process of applying for a IO, particularly for their acclaimed sparkling Muscats.





# CAMPOS DE CIMA DA SERRA



28° S



5.75°C – 26.5°C



ALTITUDE PLATEAU



900M - 1100M



CLAY AND BASALT

- An extension of Serra Gaúcha
- Vineyards at higher altitudes
- Well known for producing fresh and aromatic whites
- For a long time, the region of Campos de Cima da Serra was overshadowed by the Serra Gaúcha. Both the predominance of hybrid varieties and a cold and windy climate were considered obstacles to the development of large vineyards. Today, however, the scenario has changed. The low temperature and the consistent winds have proven to be advantages as they provide a longer maturation cycle and are conditions conducive to the production of healthy grapes with low disease pressure. These conditions have translated into rich and intense red wines and perfumed white wines.
- The effort of the pioneers in the region, who proceeded in spite of these perceived obstacles, has been greatly rewarded with a bevy of fine wines being produced today.





# SERRA DO SUDESTE



30° S



12°C – 21.7°C



MILD HILLS



420M



GRANITE OR SEDIMENTARY ORIGIN

- Result of search for new regions
- Advantages on topography and less extreme climate
- Large variety diversity
- The potential for the production of fine wines in the Serra do Sudeste was discovered in the 1970s, as multinational wineries invested in the expansion of the Brazilian wine industry outside of its traditional borders. It took about 30 years for the best vineyard locations to become obvious, which in turn allowed producers to begin to identify the ideal combinations of variety and terroir. It has only been since the year 2000, when the renowned wineries from the Serra Gaúcha began to produce wines from these wines, and promote them nationally, that Brazilians started to pay attention to the wines of the Serra do Sudeste. Since then, it has been widely recognized as one of the most promising producing areas in Brazil.
- Curiously, the Serra do Sudeste houses very few wineries. The landscape, with its gently rolling hills, consists almost exclusively of vineyards. Most of the grapes are transported; usually under the cool cover of night to other regions within Rio Grande do Sul, where the winemaking process takes place. With the growth of the region and the slow but evident development of local producers, one can expect that wineries will be springing up in the Serra do Sudeste in the near future. Particularly in light of the enthusiastic reception these wines have enjoyed throughout Brazil.



# CAMPANHA



29° S - 31°S



12.3°C - 24.3°C



MILD HILLS



210M



GRANITE OR SEDIMENTARY ORIGIN

- Oldest vineyards in Brazil
- History with multinational companies since the 50s
- Close to Uruguay and Argentina
- Home to the oldest vineyards in Brazil, the patchwork of hills and meadows to the south of Rio Grande do Sul along the border with Uruguay have enjoyed a renaissance of late. Intensive investment in large scale vineyards have transformed the region over the past decade but this grand contrast cannot diminish the prestige of the Campanha region, which promises to develop into one of Brazil's great wine regions.
- The organization Wines from Campanha (Vinhos da Campanha), located further to the south in Rio Grande do Sul, is also working to get their production area certified.



# PLANALTO CATARINENSE



26° S - 28°S



9.4°C - 18.9°C



ALTITUDE PLATEAU



900M - 1400M



BASALTIC ORIGIN

- Company businesses
- Experimental field (icewine, passito, biodynamic)
- Altitude benefits
- The character of the wines of the Planalto Catarinense is molded by altitude. The highest wine producing region in Brazil, with vineyards between 900 and 1,400 meters above sea level, it shares the basaltic soil of Serra Gaúcha, which provides complexity and structure to its red, white and sparkling wines. In this humid and temperate climate, temperatures are often quite low at night, which influences the harvest schedule. The high elevation and accompanying cooler temperatures gives this region an extended growing season, which allows for the experimental production of both icewine and passito style wines since fruit tends to ripen towards the end of March and into April as the Brazilian summer yields to autumn.
- The producers dedicated to the production of fine wine are concentrated in three sub-regions: São Joaquim, Campos Novos and Caçador. Together, they total a little more than 300 hectares of vineyards dedicated to the production of table wines and sparkling wines. As the cradle of Brazilian Icewine, produced on the vine following the examples of countries such as Canada and Germany, the Planalto Catarinense stands as an example of the forward looking attitude Brazilian winemakers have adopted. The region is also responsible for much of Brazil's organic and biodynamic wine production.



# VALE DO SÃO FRANCISCO



9°S



20.5°C – 31.7°C



PLAINS



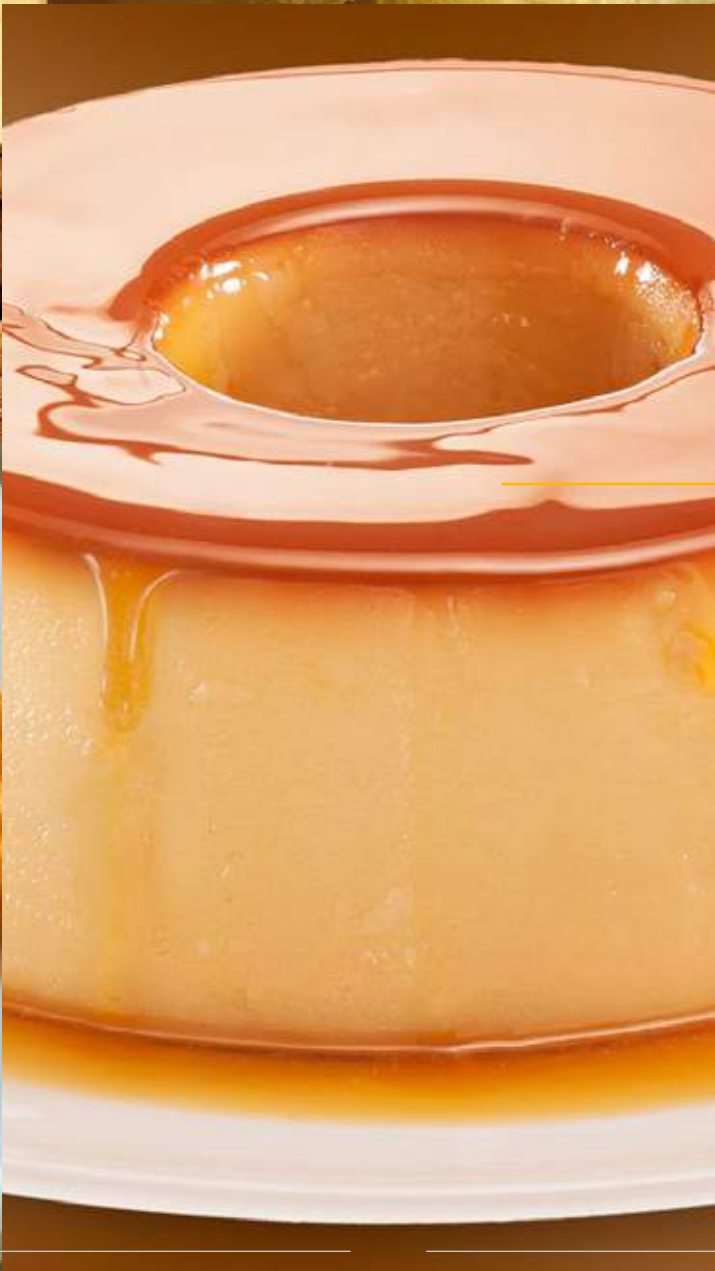
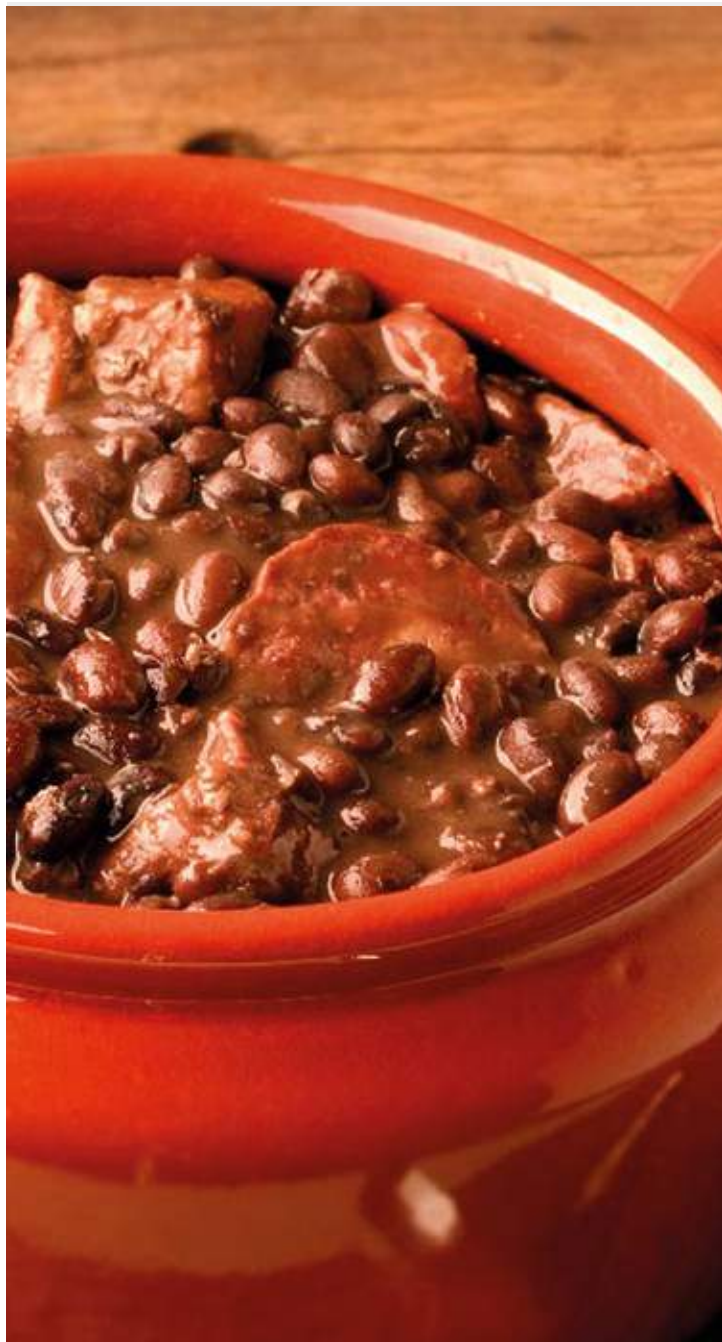
350M



ALKALINE

- Single experience in the world viniculture (2 harvests per year)
- Quality Muscat and warm climate reds
- Social/cultural transformation
- Unique in the world, the grape production in this tropical semi-arid land is a curiosity. The growth cycle of the vines in the Vale do São Francisco is determined by plant management, and not by the weather, which is always hot and dry. Each plant generates two harvests each year, in cycles of 120 to 130 days. With the scheduling of different vineyards, it is possible to have a rolling harvest yielding fruit year round.
- The dormant period of the vines is induced by artificial irrigation and lasts 30 to 60 days. The soil, supplied with water from the River São Francisco, features large deposits of rocky sediments. The favorable growing conditions of the Vale do São Francisco produces grapes with high sugar levels, resulting in very bold and fruity wines – characteristic that favors both the full-bodied reds and the aromatic Muscat.
- Besides the change in the landscape, the introduction of grape growing has also offered a social change in the region. Wine has been adopted as a habit of the Brazilian Northeast, and has created economic opportunity within the region.





# RECIPES



# FEIJOADA

- 500 g of black beans
- 300 g of dried meat (sun-dried salty meat)
- 300 g of smoked meat
- 300 g of paio sausage
- 300 g of smoked sausage
- 300 g of pork chops
- 250 g of bacon
- 1 medium-sized chopped onion
- 1 chopped clove of garlic
- 2 tablespoons of sliced coriander
- 1 pinch of colorau powder (urucu based red powder)
- 1 pinch of powdered cumin
- 1 orange
- Chili pepper to taste
- Salt and black pepper to taste
- Olive oil to taste

Clean the beans (separating impurities and old grains) and put them in a deep bowl. Add a lot of water and let it soak for approximately 12 hours, changing the water every 3 hours.

With a sharp knife, cut the dried meat in pieces, cut off and throw out the fat, and put it in a bowl. Cover it with water and let it soak for approximately 12 hours, changing the water every 3 hours.

Cut the bacon in big cubes. Separate a small part for the stew and cut it in small pieces.

To cut the pork chops in pieces, put them on a chopping board with the part with the bones turned upwards. With a sharp knife, cut the meat following the line between the bones. Put it aside.

Take the dried meat out of the water and put the meat in a pan. Cover it with cold water and put to boil. When it boils, throw away the water and cover

the meat with cold water again. Put it on fire again and wait until it boils. Throw away the water and put aside.

Throw away the water from the beans and put them in a large pan. Cover them with a lot of water and put on high fire to boil. While you wait it to boil, wash the orange very well under current water.

When the beans boil, lower the fire and add the whole orange (with the peel) and the dried meat. After 30 minutes, add the pork chops. After other 30 minutes, add the smoked meat. Take out the orange and throw it away.

Then, add the whole sausages and the bacon. Let it cook for other 90 minutes or until the meats and the beans become soft.

Chop the onion, the garlic and the coriander. Put a large frying pan on low fire, put a little olive oil and add the chopped bacon. Then, put the

## Collard greens

- 3 bunches of collard greens
- 1 chopped clove of garlic
- 1/2 chopped onion
- 2 tablespoons of olive oil
- 50 g of bacon
- Salt to taste

## Sauce

- 1 grated onion
- Parsley and chives to taste
- Red pepper and salt to taste
- Olive oil to taste
- 2 teacups of beans sauce

onion and fry it for 2 minutes. Add the garlic and fry it for other 1 minute. Put the coriander, the cumin, the colorau powder, and the chopped chili pepper, and mix well.

Take a ladleful of soft beans from the feijoada without the sauce and put it on a plate. Smash them with a fork, making a cream. Put the cream of beans in the frying pan with the fried stew and mix well. If necessary, add some sauce.

Transfer the fried stew with the bean cream to the pan of the feijoada, mix and let it cook for some other minutes. Taste the feijoada and check if it needs more salt and pepper.

Take the sausages out of the pan and put them on a chopping board. Cut them in thin slices and put the slices into the pan of the feijoada. Wait until the feijoada gets hot and serve it immediately.

# PÃO DE QUEIJO

- 2 and 1/2 cups of whole milk
- 2 spoons (50 g) of butter
- 1 shallow teaspoon of salt (if you use only Parmesan cheese, do not put salt)
- 500 g of sweet manioc starch (1 pack)
- 600 g of grated cheese (prato, Parmesan and/or mozzarella)
- 3 eggs

In a pan, heat the milk, the butter and the salt. Don't let it boil. Just heat it enough so that the butter melts completely.

In a bowl, put the manioc starch and pour the warm milk with butter and salt, mixing little by little with the hands. Put it aside and let it get cold.

After it gets cold, add the eggs one by one and the cheese little by little. Mix it very well.

If necessary, grease your hands and make little balls with the dough, accommodating the little loaves on a baking sheet. Depending on the cheese and the room temperature, the consistency of the dough can vary; this is normal.

Take it to preheated oven for 30 minutes WITHOUT OPENING THE OVEN.

# COD FISH CROQUETTE

- 100 g of desalinated and shredded cod fish
- 3 cooked potatoes
- 2 chopped cloves of garlic
- 1/2 chopped onion
- 4 tablespoons of olive oil
- soy oil to fry
- White pepper to taste

Mash the potatoes into a bowl and add the cod fish, three tablespoons of olive oil and the pepper. Mix it very well.

In a pan, put the rest of the olive oil and add the garlic and the onion to fry until they get golden brown.

Turn off the fire and mix the ingredients of the bowl into the pan (the potatoes and the cod fish). Mix until everything is blended, in a dough form.

Using the palm of the hand or a spoon, form little loaves with the dough. Fry the croquettes in hot soy oil, wipe the oil and serve them.

# CONDENSED MILK PUDDING

- 1 teacup of sugar;
- 2 tablespoons of hot water
- 3 eggs;
- 1 can of condensed milk;
- 1 can of milk (use the can of the condensed milk to measure)

## Preparation of the sugar syrup

Put the sugar in a pan, put it on fire until it melts, and add water to form more liquid syrup.

Pour this syrup in a pudding baking dish or in a refractory baking dish, spread the syrup all inside the dish and put it aside.

## Preparation of the pudding

Put all the ingredients in the blender and beat it for around 4 minutes. Pour the batter in the pudding baking dish or refractory dish (in the case of the refractory dish, it is not possible to turn it out on a serving dish), cover it with aluminum foil and take it to the oven, preheated with medium temperature, in water bath.

The baking time is around 1 hour, or until you stick a knife in the batter and it comes out cleanly.





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