

Bulletin 1

Cachaça gains exclusive pavilion at Anuga Brazil and highlights Brazilian cultural heritage



The Brazilian Institute of Cachaça (IBRAC) is participating for the first time in Anuga Select Brazil with a pavilion entirely dedicated to the internationally renowned spirit. The initiative aims to offer the public a complete sensory experience, allowing for moderate and responsible tasting of Cachaça, as well as the presentation of its aromas, flavours, and diversity.

The pavilion seeks to provide an immersive experience in Cachaça culture, promoting direct contact with producers and nationally renowned labels. In total, brands from five states are participating: Famigerada (MG), Gogó da Ema (AL), Pitú (PE), Weber Haus (RS), and Ypióca (CE). The regional presence reinforces the plurality of Brazilian production and allows visitors to discover different styles, ageing methods, and raw materials used.

Henrique Tenório, owner of the Alagoas-based Gogó da Ema, highlights the launch of two new products at the event: “We are presenting the launch of a premium Cachaça aged in French oak for 4 years and another aged for 8 years, which goes through two Brazilian woods - jequitibá and bálsamo - and finishes with over 2 years in French oak, totalling 8 years.”

Meanwhile, Ceará-based Ypióca is showcasing *Mestre Ouro* as its standout product. According to Ana Carolina Corrêa, the brand’s master distiller, “it was launched in June last year and is a Cachaça stored in amburana, chestnut, and bálsamo casks, offering a smoother, sweeter profile with floral and woody notes.”

With a focus on valuing national identity and strengthening the production chain, Cachaça’s presence at Anuga Select Brazil signals a growing movement of recognition of the spirit not only as cultural heritage but also as a competitive product in the global market.

Service:

Anuga Select Brazil

Date: 8 to 10 April 2025

Time: 10am to 7pm

Venue: Anhembi District - Pavilion 1

Address: Av. Olavo Fontoura, 1209 - Santana, São Paulo - SP.

Strategic Partners: ABIA, ABIR, ABRASEL, APEX-BRASIL, EMBRAPA e EXPO SUPERMERCADOS.

About Anuga Select Brazil - It is organised by Koelnmesse Brazil, which, through the trade fair, provides proper visibility to the diverse activities related to agribusiness and the food and beverage industry. This allows national and international buyers to meet in the same place to do business and discover the industry's latest innovations. The event will take place from 8th to 10th April 2025 at the Anhembi District, São Paulo.

About Koelnmesse - Global Competence in Food and FoodTec: Koelnmesse is an international leader in organising food trade fairs and providing services and products related to food and beverage processing. Trade fairs such as Anuga, ISM - the International Sweets and Biscuits Fair, and Anuga FoodTec are recognised worldwide as undisputed leaders in their sectors. Koelnmesse also organises leading food and beverage trade fairs in key global markets, including Brazil, China, India, Italy, Japan, Thailand, the United States, and the United Arab Emirates. Through these global activities, Koelnmesse provides its customers with a comprehensive portfolio of high-quality events across different markets, ensuring a sustainable and international business network.

More information: <https://anuga-brazil.com.br/en/>

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Photos [here](#)

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