

ENJOY the 
FRESH
 side of **LIFE**

wines of
brazil

THE BRAZILIAN WAY OF MAKING WINE

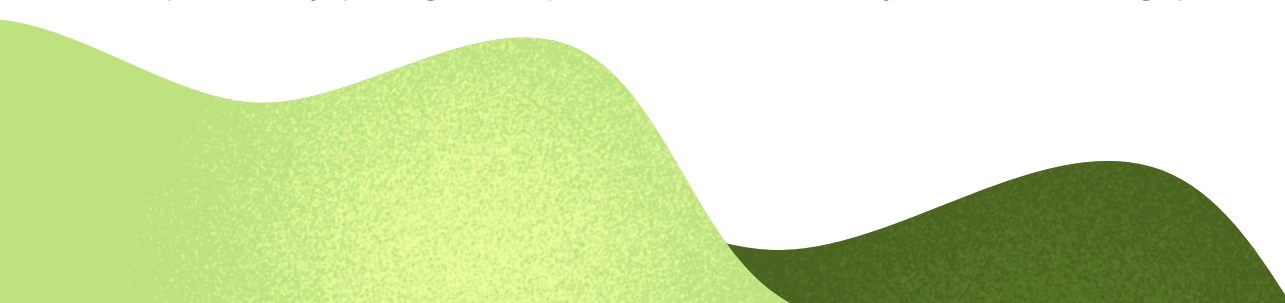


The pursuit of new experiences is a common behavior among all wine enthusiasts. For those looking to discover today the labels that will surprise the world tomorrow, Brazilian wines are the right bet. With great diversity among its producing regions, profiles, wineries, and production styles - which only a country the size of Brazil could offer - come bottles that bring the lightness, freshness, and joyful spirit typical of Brazil, but with quality tested by critics and in international competitions.

This youthful and fun state of mind is mainly represented by sparkling wines, a product in

which the country has stood out for over 100 years of production. Combining tradition with industry technology, Brazil has become a world reference in the segment, which set a record for exports in 2021, with over 6.2 million liters sold only until September.

Brazilian red wines, on the other hand, form an island of elegance and moderate alcohol content in the sea of potent wines from South America. This identity is the heritage of European immigrants who brought viticulture to Brazil and turned the southern region of the country into a reference for grape cultivation.





However, with creativity and a thirst for novelty, Brazilians are spreading wine culture throughout the country, offering alternatives to all consumers and generating curiosity worldwide.

Discover now what makes Brazilian wines unique, authentic, and at the same time, uncomplicated - it's the Brazilian spirit in every bottle.







ALLOW YOURSELF TO BE SURPRISED

Just like the local people, wine expresses itself in different accents, formed by climate, soil, topography, technique, and historical plurality. Quality can be one of the common traits among all wine-producing regions in the country. The journey that takes any wine enthusiast to discover Brazilian wine begins in the South: 90% of Brazilian wine production originates in the state of Rio Grande do Sul - the southernmost state in the country, neighboring Argentina and Uruguay.

Brazilian wines, among which those made from Merlot stand out, are marked by elegant fruity aromas and the presence of moderate alcohol content that reinforce the unique Brazilian style present not only in red wines but also in award-winning sparkling wines.

In addition to offering a remarkable experience for those who taste, Brazilian wines also make a difference in the economy of their regions of origin. Of the estimated 1200 active wineries in the country, almost 90% are small businesses, the vast majority of which are family-owned in small properties.

It can be said that one of the greatest differentials of Brazilian wines is their ability to fascinate. Because many wines can please, but few are capable of surprising.

So, get ready for something new, something fun, something surprising. Welcome to Wines of Brazil.



THE BRAZILIAN STARS

Among the various types of wines that Brazil has been successfully producing, two have become its greatest representatives in the national and international markets.

SPARKLING WINES

One possible explanation for the natural association between wines and sparkling wines and Brazil is that, anywhere in the world, both are synonymous with parties and celebrations. But this correlation would not be possible if it weren't for the high quality of the product, a true Brazilian specialty.

Sparkling wine has become an important part of Brazil's wine identity and is now produced in any of the main regions, from North to South, in different profiles. But the laboratory of this national passion was the region of Serra Gaúcha, where an Italian immigrant made the first sparkling wine in the early 19th century, in the present-day city of Garibaldi. Records that already evidenced the quality of the drink indicate that the year was 1913.

The production was favored by the typical characteristics of the region that stimulate the light and pleasant profile of the products. The basaltic soil of the region offers minerality and good drainage, as well as the topography, marked by valleys. The average altitude of

600 meters above sea level ensures the freshness and acidity of the wines.

The pioneer prioritized the use of white grapes, harvested early, preserving good acidity. And thus, gradually, he created a unique style for Brazilian sparkling wines, easy to drink alone or with a good dish.

Currently, the most common grapes in Brazilian sparkling wines are Pinot Noir, Chardonnay, and Riesling Itálico, almost creating a typically Brazilian blend. Although the advantages of combining the first two are widely known for their French tradition, the use of Riesling Itálico (also called Welschriesling or Graševina) surprises, providing its own characteristics, reinforcing acidity and freshness.

Labels made with the Muscat grape family are also prominent, inspired by Italian sparkling wines from the Asti commune. Made in sealed autoclaves in a single incomplete fermentation, they preserve the sweetness and typical aromatic strength of these varieties, among which

Moscato Giallo, Moscato Bianco, Muscat de Alexandria, and Muscat Hamburg stand out.

Dry and semi-dry sparkling wines are made through the Charmat or Traditional method, in wineries that combine the tradition of classical techniques with state-of-the-art technology in their equipment. The combination of different grape ripening times, variety of grapes used, vinification styles (whites, rosés, and even reds), and the diversity of terroirs, allows Brazil to offer different product profiles in the segment, which is currently the fastest-growing in consumption worldwide. Here, Brazilian Moscatels stand out, with a celebratory and pleasant profile on the palate.

The positive perception of Brazilian sparkling wines in terms of quality and price can be measured by their performance in the domestic market. Brazilian brands hold almost 80% of the market share in the country. With success consolidated within its borders, the green and yellow bubbles are ready to conquer the world.



INTER NACIONAL RECOGNITION

Referenced by international experts and wine competitions, the quality of Brazilian wines has ceased to be a secret among the world's major markets. Wineries in the country have received over 2,000 awards in recognized competitions worldwide.



“

It's very exciting that here we have Brazil, which is a huge country, not really known much outside Brazil for its wine production, and yet can produce wines of this quality. ”

- Jancis Robinson

“

Brazil makes the best sparkling wine in the Southern Hemisphere. ”

- Steven Spurrier

“

Brazil and its wine production is a source of quality and professionalism; its climate, its people and its passion teach us a way of the future for the South American wine. I am sure that the wines and sparkling wines of Brazil will increasingly be recognized worldwide.

“

The Brazilian personality, the brightness, the passion, the laughter, the dancing, the joy... well, you do that already with your wines. ”

- Oz Clarke

“

There you have this beautiful sparkling wine. They have this ideal of producing the best sparkling wines possible. ”

- Patricio Tapia

”

- Pablo Ugarte



MERLOT

A bottle of Merlot can be the best companion for those who want to compare the different terroirs of Brazil. The variety, which is grown not only in one, but in several regions, is named by experts as the red grape with the best adaptation to the country. The highlight of the variety is for the Vale dos Vinhedos region, in Serra Gaúcha, where it holds a designation of origin.

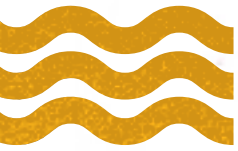
In fact, it is difficult to say whether it was the grape that adapted to Brazil's diversity or if the producers from many regions quickly learned to explore its main characteristics: early harvest, before the rainy season that arrives at the end of the harvest in the South of the country; good aptitude for maturation in wood; predominantly fruity aromas - especially fresh and ripe red fruits - with hints of chocolate and spices; soft tannins; elegance; and easy pairing with Brazilian cuisine.

Among the aspects that mark its uniqueness, one deserves special attention: Brazilian Merlots naturally bring a moderate volume of alcohol, thus meeting a consumption trend. Often, its style is compared to that of the Old World, creating a counterpoint to the super-extracted wines of South America.

In general, they are products with a vocation to be tasted while still young. However, this does not mean that there are no wines with aging potential. Some tastings of Brazilian Merlots from 30 years ago are showing that longevity was already a characteristic of this grape in the country, even before producers thought about making more mature wines - a concept that gained strength in Brazil since the 2000s.

The quality of Merlot in the country, especially in Serra Gaúcha, was one of the reasons for the creation of the first National Geographical Indication in 2002. Wines produced in the Denomination of Origin (DO) of Vale dos Vinhedos are essentially based on this grape, the only one used in red varieties with certification from the region. In the case of blends, it composes at least 60% of each bottle. Friendly, authentic, and surprising, Brazilian Merlots deserve a place in the cellar of any wine enthusiast, whether novice or experienced.



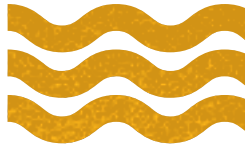


100% NATURAL GRAPE JUICE

The combination of flavor and health makes Brazilian 100% natural grape juice (without added sugar or artificial additives) a sales success. Between 2008 and 2015, the market for this product grew by 490% in Brazil and opened doors for its export to various countries. Currently, almost half of the total volume of grapes harvested in Brazil goes into the production of juices and derivatives.

Today, 100% natural juice is the main destination for non-wine grapes cultivated in Brazil, which are ideal for making the drink. Varieties like Bordô and Isabel offer color, acidity, and sweetness in perfect balance for the non-alcoholic beverage. White and rosé juices from different types of Niagara grapes are also produced.

In addition to being delicious, Brazilian grape juice brings a series of health benefits. Scientific research indicates that consumption of the juice, combined with other healthy practices, prevents cardiovascular diseases, contributes to cholesterol control, reduces the risk of Alzheimer's, aids in physical recovery efforts, and contributes to reducing abdominal fat, among other factors. Due to its high antioxidant power, it becomes a healthy beverage for people of all ages.



BRAZILIAN GRAPE VARIETIES

classics

Just in Rio Grande do Sul, the state responsible for 90% of Brazilian wine production, 138 grape varieties have been counted, showing how wineries are willing to preserve Brazilian diversity. Discover a little more about some of the most cultivated grape types below:

CHARDONNAY

It is the grape with the highest growth in planted area in the last 20 years in Brazil. Of course, the good reputation of sparkling wines is a motivation, but from north to south of the country, it is also found in white wines, both showing fruity aromas in young labels, and greater complexity in products aged in oak barrels.

PINOT NOIR

In recent decades, the planted area with Pinot Noir has continuously grown in Brazil, mainly because of its use in sparkling wines and the success of bubbles in the country and its international recognition. But the cooler regions also register the use of the grape to make wines, usually young and refreshing reds, which take advantage of the delicacy of the variety and the marked acidity typical of the grape.

MOSCATO

In the wide family of Moscato grapes, the ones that stand out the most in Brazil are: Moscato Giallo, Moscato Bianco, Muscat de Alexandria, and Muscat Hamburg. Quite aromatic, these grapes are widely used in sweet wines and light sparkling wines, as well as in liqueurs and dry wines. The tradition is so strong that there is even a specific Geographical Indication for this grape in Serra Gaúcha.

RIESLING ITÁLICO

Another grape that owes its distinction to sparkling wines. Often incorporated into the classic combination of Chardonnay and Pinot Noir, this variety - also known as Welschriesling or Graševina - offers acidity to Brazilian sparkling wines. However, there is a movement among wineries to make it shine in light varieties of greater complexity.

TANNAT

Tannat also yields great results in Brazil. It gives rise to a wine with deep color, firm structure, and black fruit aroma. It often stands alone in the bottle, mainly in the region of Campanha Gaúcha, but also has good aptitude to blend with other grapes. Thanks to the temperate climate of South America, Brazilian Tannat has softer tannins and the fruity nuances are more abundant than those of European Tannat wines.

GLERA

Another Italian grape, the Prosecco grape (or Glera), appears in Brazilian lands giving rise to light and friendly sparkling wines that fit any consumption situation for producing fresh products.

SYRAH

It is the star of the hottest producing regions, such as Vale do São Francisco in the North, and the states of Minas Gerais and São Paulo in the middle of the country, producing spicy and gastronomic wines. It is used in the production of young wines and in rosé sparkling wines, a style that faces no prejudice in Brazil, widely appreciated and perfectly matches the festive climate of the country.

CABERNET FRANC

Very traditional in Brazil until the 1990s, it lost space to more popular red wines and has been somewhat off the radar since then. In recent years, however, with investments in new vineyards and winemaking styles, it is emerging in varieties and blends, regaining its prestige in Brazilian soil.



curiosities

ANCELOTTA

The grape represents the Italian influence on Brazilian viticulture. When combined with other varieties, it mainly contributes to the intensity of color in the wine. When playing the lead role, it stands out for its pleasant aroma of black fruits.

EGIODOLA

Rare in other parts of the world, it is found in Brazil in red wines rich in tannins and aromas of black fruits.

ARINARNOA

With origins in Bordeaux, it is the fusion of fruity Merlot with the spices of Petit Verdot. Its wines are usually more structured and it can be found both in varietals and blends.

MARSELAN

This cross between two classic grapes combines the firm structure of Cabernet Sauvignon with the versatility of Grenache. It is seen by many as a great promise for Brazil, offering medium body, soft tannins, and excellent fruits.

TEROLDEGO

Typical of Northern Italy, with intense color and smooth flavors, it has adapted very well to Brazil, especially in the region of Serra Gaúcha. It usually appears alone and, in some cases, shows good aging potential.

VITIS LABRUSCA

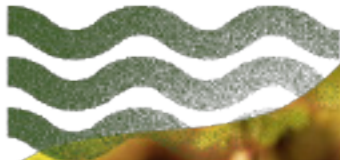
In the first half of the 19th century, when Brazil was still searching for the best terroirs to make wine and had no grape cultivation technology, American varieties of Vitis Labrusca and Vitis Bourquina, such as Concord, Isabel, and Niagara, were introduced to the country. With high productivity, they quickly became popular among immigrants of different nationalities who colonized Brazil, especially when making rustic wines for their own consumption.

The establishment of vineyards with European varieties gained momentum in the early 20th century, boosting the quality of the Brazilian wine industry. The cultivation of American grapes, however, remained a cultural characteristic among descendant immigrants, besides providing the market with fruits for consumption and giving rise to an important division of viticulture: 100% natural grape juice.




WINEGROWING REGIONS

Grape cultivation in Brazil mainly focuses on six wine-producing regions. Each region has developed its own style, highlighting its most successful wines while also investing in innovations in terms of grape varieties, techniques, and products.



Serra Gaúcha

 29° S

 300m - 850m (980 to 2,785 feet)


 Valleys

 12.9°C - 22.9°C (55.22°F - 73.22°F)

The starting point for those wishing to explore Brazilian wine. Responsible for 80% of national production, it is the birthplace of most traditional wineries and where wine tourism shows the country's greatest strength. Sparkling wines here have reached a level of excellence, taking advantage of the basaltic soil and mountainous topography - synonymous with minerality and excellent drainage.

 Mildly hot

 Basaltic origin

 White: Chardonnay, Italian Riesling, Moscato, Glera | Red: Merlot, Pinot Noir, Tannat, Cabernet Franc, Cabernet Sauvignon

The average altitude is 600 meters and there is excellent adaptation for the early harvest of grapes such as Chardonnay and Pinot Noir. Merlot is pointed out by experts as the best representative among red wines, but French, Italian, Iberian, and other varieties from around the world also ensure surprises on every slope of the region's typical valleys. Because of this diversity, the main geographical indications (GIs) of Brazil are found here, aiming to enhance the particular vocations of the microregions.



Campos de Cima da Serra


 28° S


 900m - 1100m (2,950 to 3,600 feet)

 High plateau

 5.75°C - 26.5°C (42.35°F - 79.7°F)

 Mild

 Clay and basalt

 White: Sauvignon Blanc, Chardonnay, Viognier, Gewürztraminer
Red: Pinot Noir, Merlot, Cabernet Sauvignon, Petit Verdot

The region's aptitude for fruit cultivation has long been known, being an important producer of peaches and apples. Grape cultivation took off just over a decade ago but quickly gained importance due to business investments in vineyards and wineries. The high average altitude, around 1000m, combined with a wind that cuts through the flat topography, keeps the grapes for many hours in cold

temperatures, slowing down the complete cycle of the vineyards. This gives the grapes more time to develop aromas, pigments, and phenolic compounds. Varieties with a greater inclination for cold climates naturally thrive here, such as Sauvignon Blanc and Pinot Noir, but good results with grapes like Viognier and Merlot show that the local entrepreneurs' investment is paying off.

Serra do Sudeste



30° S



200m - 500m (650 to 1,640 feet)



Gentle slopes



12°C - 21.7°C (53.6°F - 71.06°F)



Moderately warm



Granite



White: Chardonnay, Moscato, Gewürztraminer, Malvasia de Cândia | Red: Cabernet Franc, Merlot, Cabernet Sauvignon, Pinot Noir

In the 1980s, when wineries in Serra Gaúcha realized that their vineyards were small for the potential of Brazilian wine, they sought the lands of Serra do Sudeste for expansion. The movement ended up revealing what is considered today one of the most promising wine regions in the country.

Because of this, the region has few wineries. Most of the harvest is still processed in Serra Gaúcha. But this does not diminish the characteristics of the region, known for white wines with fine and clear aromas and structured red wines. This elegance is largely due to the low-fertility granite soil and the gentle slopes of low altitude that allow the wind to blow freely, encouraging overall grape health.




Since the area is relatively young on the Brazilian viticulture map, it is a space for many experiments with different grape varieties. In addition to classic grapes, newcomers like Marselan and Arinarnoa and Iberian varieties like Touriga Nacional and Tempranillo are showing promising results.





Campanha

-  28° S
-  900m - 1100m (2,950 to 3,600 feet)
-  High Plateau
-  5.75°C - 26.5°C (42.35°F - 79.7°F)
-  Mild
-  Clay and basalt
-  White: Sauvignon Blanc, Chardonnay, Viognier, Gewürztraminer
Red: Pinot Noir, Merlot, Cabernet Sauvignon, Petit Verdot

The geographical location of Campanha shares the same parallels as other famous wine-producing regions in Chile, Argentina, South Africa, and Australia. This terroir was noticed in the 1970s when multinational companies in the sector began to seek land in Brazil to expand their businesses and settled here.

Some of these vineyards are still active today, putting Campanha in a curious situation: while it

houses old vines, it is also the focus of modern Brazilian wine investments.

What attracts companies is the sandy soil, excellent drainage, and low fertility; the contrast between hot summers and harsh winters; and low precipitation during the harvest period. The gentle slopes that allow mechanization and good adaptation of international varieties to the terroir are also attractive.



Planalto Catarinense



26 to 28° S



900m - 1,400m (2,950 to 4,590 feet)



Elevated plateau



9.4°C - 18.9°C (48.92°F - 66.02°F)



Cold



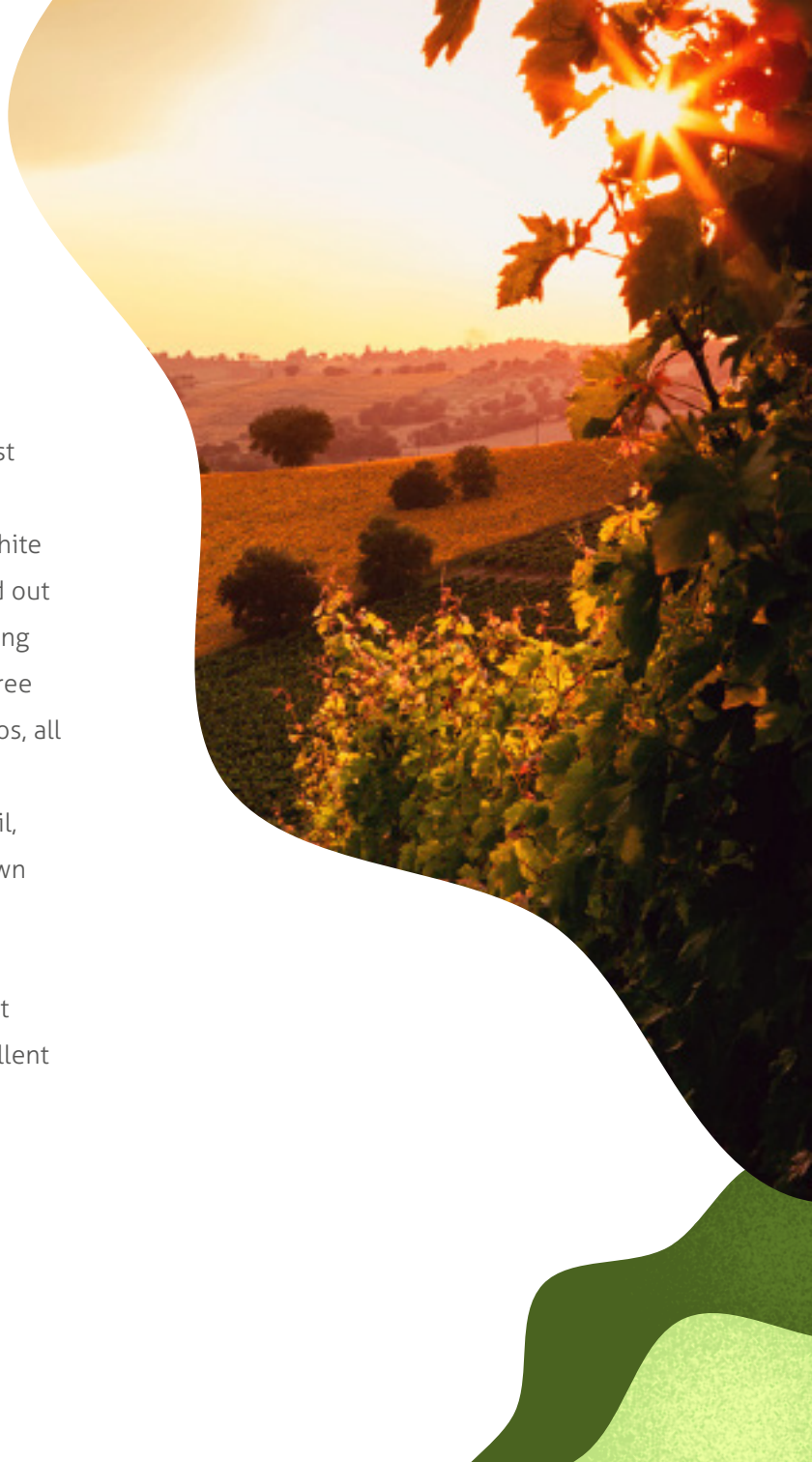
Rocky



White: Sauvignon Blanc, Chardonnay
Red: Cabernet Sauvignon, Merlot, Pinot
Noir, Syrah, Tempranillo



The vineyards in the coldest climate and highest altitude of Brazil provide delicate aromas and freshness to their wines. In these conditions, white and sparkling wines are the products that stand out the most, but there are excellent surprises among the red wines too. The region is divided into three zones: São Joaquim, Caçador, and Campos Novos, all with rocky and highly acidic soils. The low temperatures - indeed, the lowest in all of Brazil, with frequent snowfall during winter - slow down the grape development cycle, and while other regions are finishing their harvests, Planalto Catarinense is just beginning to harvest the first clusters. This longer cycle, combined with excellent sun exposure, allows for perfect fruit ripening.





Vale do São Francisco



7 to 9° S



350m (1.150 feet)



Plains



20.5°C - 31.7°C (68.9°F - 89.06°F)



Semiarid



Alkline



White: Moscato, Chardonnay, Chenin Blanc
Red: Syrah, Cabernet Sauvignon, Alicante Bouschet



This region offers wine lovers a unique experience, being one of the few places in the world where it is possible to observe a single vineyard in different stages of the vegetative cycle, providing all climatic seasons simultaneously. The secret lies in the combination of the semi-arid climate, which naturally induces the vines to produce throughout the year, with a modern irrigation system that controls the different phases of the plant. The system operates from the privileged nature of the region, which counts on the São Francisco River as a source of irrigation.

As there is no winter, vine dormancy is induced by limiting access to water. Thus, wineries create harvest schedules in their vineyards, ensuring that each plant yields two harvests per year. Among the red grapes, Syrah is one that has adapted perfectly to this system, as well as Moscato, which concentrates sugar due to the hot climate and gives rise to refreshing dry and sweet sparkling wines.

EMERGING REGIONS

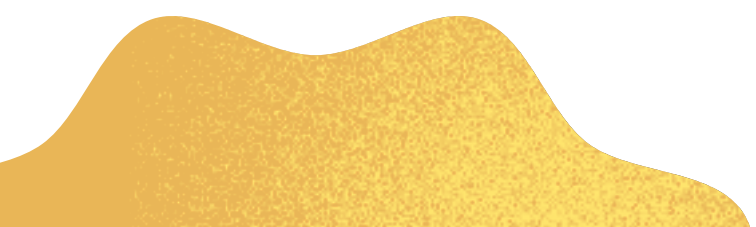
In a country the size of Brazil, it's expected that grape cultivation opens new frontiers. In addition to the six already established regions in terms of production, it's worth highlighting areas that, with excellent labels, are surprising for their quality.

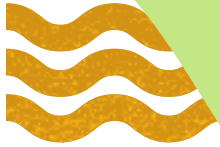
NORTHERN RIO GRANDE DO SUL

The North of the state of Rio Grande do Sul, mainly in the region known as Alto Uruguai, brings a tradition of small properties that started investing in quality labels some years ago. The results came quickly, and mainly red wines attract attention for their structure.

SOUTHERN MINAS GERAIS

Thanks to a technique of double pruning and inverted cycle (dormancy in summer, harvest in winter), wineries in the south of the state of Minas Gerais are extracting excellent wines, mainly Sauvignon Blanc, Chardonnay, Syrah, and Tempranillo. Recent international awards highlight this novelty.





INTERIOR OF SÃO PAULO

The already established wine-producing hub around the city of São Roque recently gained a neighbor in the state of São Paulo. The city of Espírito Santo do Pinhal also gained notoriety in the wine media through medals in international competitions. Sauvignon Blanc, Cabernet Franc, Viognier, and Syrah are some of the winning grapes.

GOIÁS

In the vast Brazilian cerrado and near the capital of the country (Brasília), wine production is gaining strength, also thanks to the double pruning and inverted cycle technique. Syrah shows a perfect adaptation to the typical hot region.

PARANÁ

Grape cultivation is not new in the state of Paraná, but the quality of red, white, and sparkling wines from this region has never been higher, especially in the western region.



EXPLORED TERROIRS

In 2002, Brazilian viticulture entered a new phase with the registration of the first Geographical Indication (GI) for the country's wines. Today, there are already eight certified areas in two categories - Geographical Indication (GI) and Appellation of Origin (AO).

However, all of them are found in the southern region of Brazil, but others are in the process in different areas of the country. The initiative aims to establish cultivation and production parameters, a guarantee of quality for consumers.

More than just creating rules, GIs point out the vocations of each micro-region, reinforcing their uniqueness and highlighting the diversity of Brazilian vineyards.

certified regions

DO VALE DOS VINHEDOS

A pioneer in Brazil, it emerged as a Geographical Indication (GI) and, ten years later, acquired the status of Designation of Origin (DO) in 2012. Mainly valuing its Chardonnay and Merlot wines and traditional method sparkling wines, it has become the country's main enotourism center and to this day, the only Designation of Origin in Brazil.

DO ALTOS DE PINTO BANDEIRA

Awarded in 2022, the Altos de Pinto Bandeira denomination is the only exclusive sparkling wine DO in the New World. To receive the Altos de Pinto Bandeira DO seal, the sparkling wine must be produced with Chardonnay, Pinot Noir, and Riesling Itálica grapes. In addition to being cultivated in a delimited area, they need to be conducted by the espalier method. Temperatures are milder, while solar exposure is favored by the region's location on the left bank of the Vale do Rio das Antas and by the beautiful horizontal air circulation due to its location on top of one of the plateaus of the basaltic plateau of the Serra Gaúcha.

IG PINTO BANDEIRA

The traditional method of sparkling wines that brought fame to the region gained, in 2010, the guarantee of its uniqueness in the form of a GI. Its reds and whites are also certified. But no one doubts the real aptitude of Pinto Bandeira.

IG MONTE BELO

In addition to valuing the sparkling, red, and white wines of the region (especially those made from Merlot and Riesling Itálico), the Monte Belo GI highlights the work of small properties. The wineries in the region have a family business profile with limited productions.

IG FARROUPILHA

The focus of the Farroupilha GI is on derivatives of the Moscato grape, which are presented in different formats. Sweet sparkling wines, white wines, frizzantes, liqueurs, mistela, and brandy make the qualities of this aromatic grape family shine.



IG ALTOS MONTES

In a region that has long held the title of Brazil's largest grape producer, the GI comes to emphasize the work of modern local wineries that make use of the average altitude. Slightly higher than that of the Vale dos Vinhedos region to generate elegant and sophisticated products.

IG VALE DA UVA GOETHE

The privileged location of the Vale da Uva Goethe combines characteristics of the slopes of the Serra Catarinense with the southern coast of the state, in the basins of the Urussanga and Tubarão rivers, ensuring excellent irrigation and mild temperatures for fruit development. The aspects of this terroir generate wines with intensely fresh and youthful aromas, soft palate, and balanced acidity.

IG VINHOS DE ALTITUDE


Cold climate and high altitude, with vineyards located between 900 and 1,400 meters above sea level, the Altitude Wines locality in Santa Catarina provides late-ripening grape varieties, raising the standard of the harvest. Its wines have marked characteristics with freshness and elegance.

IG VALE DO SÃO FRANCISCO

The terroir located between the states of Bahia and Pernambuco ensures fruit cultivation irrigated by the São Francisco River basin, exploring the caatinga biome to produce light wines with high aromatic intensity. The physical attributes of the geographical environment, combined with latitude and the semi-arid tropical climate, have been associated over time with specific viticultural production systems. Thus, the vines in the region allow for successive harvests throughout the year, resulting in original wines. The Geographical Indication from the production area of the so-called tropical wines was established in 2022.

IG CAMPANHA GAÚCHA

The Campanha region is located in the southernmost part of Brazil, with a temperate climate and high thermal amplitude, essential for good wine quality. The landscape of the pampas, with predominantly flat reliefs, favors harvesting and allows for the passage of winds between the vines, such as the classic Minuano. The labels from this terroir have a fruity and gastronomic character.



WINE TOURISM IN BRAZIL

Serra Gaúcha

For a country like Brazil, which is filled with traditional wine-related structures, wine tourism goes beyond just a business opportunity: it's one of the most important tools for promoting the quality of Brazilian wine, as it allows visitors to immerse themselves in the environment that gave rise to these labels. Wine tasting is complemented by landscapes, gastronomy, and direct contact with winemakers, families, and industry entrepreneurs.

Today, only in Serra Gaúcha, nearly 500 thousand people live this experience every year, a number that continues to grow. It's the largest wine tourism hub in the country, with various itineraries and leisure options that combine wine and gastronomy. But other regions are also investing in this business sector. Below are some attractions for those who want to fully experience Brazilian wines.

With the largest production in Brazil, Bento Gonçalves is the capital of Brazilian wine. There, you can visit specific wineries, choose some places to visit, or take tourist itineraries in neighboring cities.

VALE DOS VINHEDOS

The first Designation of Origin (DO) for wines in Brazil has become a reference in wine tourism in South America, having been chosen by the American magazine Wine Enthusiast as one of the 10 best wine destinations in the world.

ROTA DOS ESPUMANTES

The birthplace of the first sparkling wine produced in Brazil in 1913, the city of Garibaldi created a route that honors the drink. In addition to the wineries that are part of the program, it's worth visiting the restaurants on the Flavors Road, in the city's interior.

VINHOS DE MONTANHA

Just like the wineries of Pinto Bandeira, wine tourism in the city focuses primarily on sparkling wine. Between one glass and another, visitors contemplate incredible landscapes, rich in native growth, waterfalls, valleys, and, of course, vineyards.

ALTOS MONTES

The typical cuisine of Italian immigrants is one of the main attractions in the axis between the cities of Flores da Cunha and Nova Pádua. This tradition is gaining a reinterpretation thanks to the Gastronomy course at one of the region's universities. When visiting, don't forget to observe the modern architecture of the local wineries.

CAMINHOS DE PEDRA

In addition to wines, this tour through Bento Gonçalves highlights small artisanal productions ranging from sheep's milk derivatives to mate, the base of the typical drink of Rio Grande do Sul: chimarrão.

VALE TARENTINO

The wines from the Moscato grape family that brought fame to the city of Farroupilha are part of the menu of this tourist route. The tour is a journey through the past, as the traditions, architecture, and Italian dialect, still spoken in the area, recall the arrival of Italian immigrants at the end of the 19th century.

ROTA CANTINAS HISTÓRICAS

This is one of the most varied wine tourism routes in Serra Gaúcha, featuring everything from a museum dedicated to wine to small family inns, restaurants, viewpoints, and wineries. The region is successfully betting on outdoor activities.



Campanha

In the Campanha region, wine tasting alternates with typical pleasures of the Rio Grande do Sul countryside, such as horseback riding, traditional barbecue, and activities in the field. The wineries installed here continue to diversify the attractions, with gastronomic harmonizations, courses, and guided wine tastings.

PLANALTO CATARINENSE

For a long time, the main attraction of this region was the extreme cold of winter, something that Brazilians are not accustomed to. With the development of viticulture, wine has become another option for tourists, with charms all year round. The reference point to check out the local beauties is the city of São Joaquim, where most wineries are concentrated. Cities like Treze Tílias, Água Doce, and Videira also bring pleasant surprises.

VALE DO SÃO FRANCISCO

The waters of the São Francisco River, so important for local viticulture, are also the main enotourism attraction in the region. From a boat ride, you can appreciate the vineyards from a different angle, taste wines, listen to regional music, and even take a dip. Those who prefer solid ground can enjoy the labels made here by visiting wineries and passing through vineyards that, thanks to modern cultivation techniques, present all phases of the vine's vegetative cycle simultaneously. A unique experience for wine lovers.



PAIRINGS

Brazilian culture is festive, so it's no surprise that cuisine is an essential part of everyday life. With a perfect balance between acidity and fruity notes, Brazilian wines are elegant and pair perfectly with both multicultural Brazilian cuisine and the most famous international dishes. Check out some suggestions below:

brazilian gastronomy

FEIJOADA + SERRA GAÚCHA SPARKLING WINE

La grandeza del espumante es que puede acompañar tanto platos ligeros, como canapés y aperitivos, como recetas más pesadas, como la feijoada. Aunque este plato típico brasileño tiene un sabor intenso, la acidez y frescura del espumante lo hacen un acompañamiento ideal, proporcionando una sensación de limpieza en el paladar y equilibrando el índice de grasa del plato. Una feijoada bien condimentada exige un vino como un Brut o Prosecco, con menor contenido de azúcar, o incluso un Blanc de Noir, un espumante elaborado con uvas tintas.

PÃO DE QUEIJO (CHEESE BREAD) + CHARDONNAY FROM CAMPOS DE CIMA DA SERRA

Pão de queijo is Brazil's traditional snack. Consumed at various times of the day, it is common both for breakfast and for afternoon snacks. In picnics, cocktails, and even as appetizers for a fancy meal, it's always a welcome combination of creamy flavors and delicate textures. This versatility is also found in the Pinot Noir from the Campos de Cima da Serra region.

BOLINHO DE BACALHAU (CODFISH BALL)+ SAUVIGNON BLANC FROM SANTA CATARINA

The origin of the codfish ball is Portuguese, but Brazilians have also adopted it in their cuisine. Found in various bars during happy hour, this casual dish also deserves a casual wine, but with lively flavors and intense aromas, which are found in the Sauvignon Blanc from the state of Santa Catarina. The richness of the fried fish is perfectly balanced by the wine's typical acidity. Its fresh, fruity, and herbal aromas make this pairing assertive, just as if the snack were any other fish or seafood.

internacional gastronomy

STEAK + SERRA GAÚCHA MERLOT

As a leader in beef production, Brazil is internationally known for its grilled meats. In southern Brazil, the typical food is barbecue, roasted meat over charcoal embers. As it's also in the South that 90% of Brazil's fine wines are produced, it's natural to pair the meat with the iconic wine: Merlot. Fruity, with good structure and fine tannins, a Brazilian Merlot is a natural partner for a delicious and juicy steak.

SUSHI + PINTO BANDEIRA SPARKLING WINE

Even in Japan, the combination of sparkling wine and sushi has emerged as one of the most perfect pairings. Delicate, yet intense and creamy, Pinto Bandeira's sparkling wines will perfectly accompany the freshness of sushi.

PUDIM DE LEITE CONDENSADO (CONDENSED MILK PUDDING) + MOSCATO FROM VALE DO SÃO FRANCISCO

Condensed milk runs in Brazilians' blood. It's the base of several popular desserts in the country, including chocolate brigadeiro and rice pudding. Condensed milk pudding is easy to prepare and very delicious on its own. Paired with the sweet Moscatos from Vale do São Francisco, it's the perfect conclusion to any meal.

PEPPERONI PIZZA + TEMPRANILLO DA SERRA DO SUDESTE OR CAMPANHA

Reinvent the classic combination of pizza and wine with Brazilian labels. Iberian varieties, such as Tempranillo, have adapted well in the regions of Serra do Sudeste and Campanha. The spicy acidity of Tempranillo and its deep flavors are the perfect match for the robustness and seasoning of pepperoni pizza.

CHEESECAKE + MOSCATO SPARKLING WINE

The Italian tradition of Moscato sparkling wine produced using the Asti method has conquered Brazil. Slightly sweet and fruity, but with a refreshing acidity, Moscatel sparkling wine pairs perfectly with desserts like cheesecakes.

THE JOURNEY OF WINE IN BRAZIL

1532

The first grapevines are brought to Brazil by Martim Afonso de Souza from Portugal.

The first *Vitis Vinifera* seedlings are planted in the Captaincy of São Vicente in the Southeast, but they do not thrive due to the local climate and soil.

1551

Young Brás Cubas, one of Souza's fellow colonizers, moves from the coast to the Atlantic plateau in 1551. He manages to produce the first Brazilian vineyard, although the climate and soil make it a short-lived success.

1626

The arrival of the Jesuits in the Missions region boosts viticulture in southern Brazil. The introduction of grapevines in Rio Grande do Sul is credited to Father Roque Gonzalez de Santa Cruz, who was assisted by the native Guarani community in maintaining the tradition and producing wine, a key element in religious celebrations.

1875

The great leap in Brazilian wine production occurs with the arrival of Italian immigrants in Rio Grande do Sul. They bring both technical knowledge of production and the wine consumption culture, working hard to improve the quality of local wines and establish more organized commercial activities around wine production and sales.

1951

Georges Aubert's winery moves from France to Brazil, marking the beginning of a cycle that boosted Brazilian viticulture. The interest of foreign companies in the country, which culminated in the 1970s with the arrival of multinational wine companies, brought new techniques to vineyards and cellars and raised the quality of production, while also expanding grape-growing areas.

1990

Improvements in wineries gain momentum due to Brazil's economic opening. Access to different styles of wines and competition with imported products prompt viticulturists to improve the quality of their products. Additionally, younger professionals, most of them children or grandchildren of the founders, began managing wineries, implementing modern techniques in the technological, commercial, and managerial sectors, which helped renew the profile of wines in Brazil.



1732

Portuguese immigrants, mainly from the Azores, settle along the coast of Rio Grande do Sul, forming the colonial cities of Rio Grande, Porto Alegre, and Pelotas. They bring *Vitis Vinifera* seedlings from the Azores and Madeira, but the lack of incentives and proper cultivation techniques results in poor harvests.

1789

Fearing the success of viticulture in Brazil, the Portuguese court prohibits grape cultivation in the country. The measure inhibits the commercialization of wine in colonial Brazil and places production in the hands of national winemakers.

1808

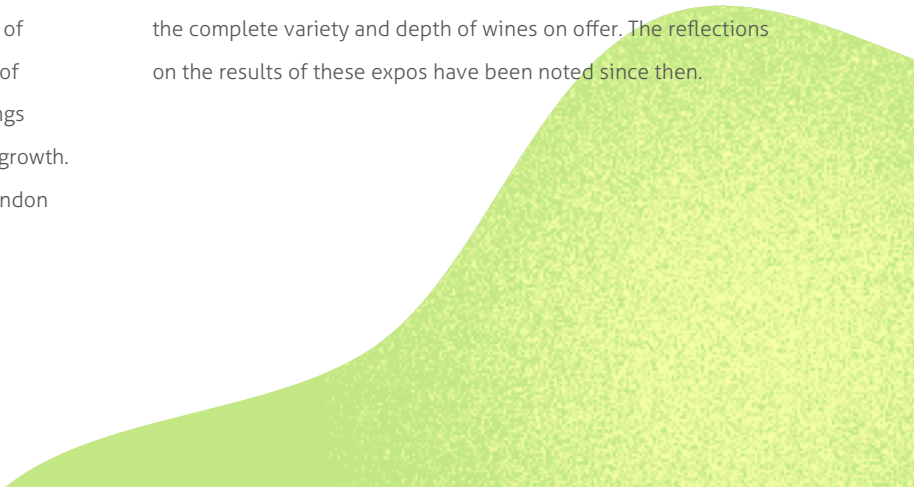
The Portuguese royal family moves to Brazil, lifting the ban on wine production and sale. Wine is now incorporated into meals, social gatherings, and numerous religious events.

2002

After viticulture is consolidated in different regions, from the South to the Northeast of the country, each productive area invests in developing the unique identity of its products. The pioneering region is the Vale dos Vinhedos, which obtains the protection of Geographical Indication (GI) in 2002, leading the way for the Denomination of Origin (DO) of others later on. Since then, the level of participation of Brazilian wineries in fairs and tastings around the world has experienced unprecedented growth. The debut on the world scene takes place at the London Wine Fair in the same year.

2021

Today, through the Wines of Brazil sector project, a partnership promoted through Apex-Brasil (Brazilian Agency for Promotion of Exports and Investments), our wineries participate in fairs such as ProWein Dusseldorf, Vinexpo America, Prowine Shanghai, Interwine China, among others, where it is possible to showcase the complete variety and depth of wines on offer. The reflections on the results of these expos have been noted since then.





wines of brazil

Promoting the quality of Brazilian wines in the international market is the main mission of the Wines of Brazil Project. To achieve this goal, we have developed a comprehensive approach that begins at the wineries, guiding producers on the path to exporting their products, and culminates in promotional activities in different parts of the world, such as participation in trade fairs and engagement with industry professionals and opinion leaders. The project is open to all Brazilian wineries interested in reaching the global market.





Today, the Wines of Brazil sector project is maintained through a partnership between the Uvibra Consevitis-RS organization and the Brazilian Trade and Investment Promotion Agency (Apex-Brasil). Apex-Brasil works to promote Brazilian products and services abroad and attract foreign investment to strategic sectors of the Brazilian economy.

To achieve its objectives, Apex-Brasil carries out diverse commercial promotion actions aimed at boosting exports and enhancing the value of Brazilian products and services abroad. These actions include prospective and commercial missions, business rounds, support for the participation of Brazilian companies in major international fairs, visits by foreign buyers and opinion leaders to learn about the Brazilian production structure, among other business platforms that also aim to strengthen the Brazil brand.

BRAZIL

WINE AND VITICULTURE IN 2022



6th largest wine producer

in the southern hemisphere



The largest producer

of sparkling wines in Latin America

Over 1.100

wineries in the country

Over 200,000 people

involved in the industry



More than 15,000 families

involved in production



The fifteenth-largest producer of

fine wines

in the world (a rise of three positions in less than four years).



Brazil boasts 10 regions

with geographical indications for wines and sparkling wines:

- Vale dos Vinhedos, RS (DO);
- Altos de Pinto Bandeira, RS (DO);
- Pinto Bandeira, RS (IG);
- Monte Belo, RS (IG);
- Farroupilha, RS (IG);
- Altos Montes, RS (IG);
- Vale da Uva Goethe, SC (IG);
- Vinhos de Altitude, RS (IG);
- Vale do São Francisco, BA e PE (IG);
- Campanha Gaúcha, RS (IG).

Did you know?



Brazilian wineries have earned over 3,000 international awards with their wines and sparkling wines.

Brazilian sparkling wines are increasingly accumulating medals in international competitions and have become Brazil's flagship product.



The sixth-largest planting area in the southern hemisphere:



81,000 hectares

planted throughout Brazil

Did you know?



Despite most wineries and production being located in the state of Rio Grande do Sul, it is increasingly common to find wineries across the country, even in the northeastern region of Brazil.

Main Vitis vinifera

varieties produced in Brazil:

Reds:

Merlot

Cabernet Sauvignon

Pinot Noir

Whites:

Moscato Bianco

Chardonnay

Glera



In 2022, Brazil exported wines and sparkling wines to over

50 countries

In 2022, exports amounted to

US\$ 13.69M

a 10.5% increase compared to 2021 (US\$ 12.39 million)



In 2022, wine production reached

3.1 million

hectoliters



Brazil has the first Designation of Origin (DO) for

sparkling wines

in the southern hemisphere:
Altos de Pinto Bandeira.

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