

# YPIÓCA BRASILIZAR CACHAÇA PRATA CLASSICA



YPIÓCA | FORTALEZ, BRAZIL

## PRODUCT INFORMATION

- Distilled using a column still from fresh pressed sugarcane juice
- Aged for one year in Brazilian freijó wood vats
- Ypióca is the oldest Brazilian brand still in operation, founded in 1843
- Ypióca owns and farms its own sugar plantations
- 40% ABV

## AWARDS & PRESS

**GREAT VALUE** | Ultimate Spirits Challenge 2014

"I suggest using, if you can find it, an old-world artisanal-style Cachaça such as Ypióca" - Dale Degroff from *The Essential Cocktail: The Art of Mixing Perfect Drinks*

## BRAND INFORMATION

The story of Ypióca began in 1843, when Dario Telles de Menezes, who would go on to found the Ypióca Group, landed in Fortaleza, Brazil. His original intention was to farm sugarcane, but the farming business proved challenging and Menezes turned his focus to distillation. Three years later, the first Ypióca Cachaça was distilled and Ypióca was founded, making it the oldest Brazilian brand still in operation. The name Ypióca comes from the indigenous Tupi-Guarani language, and translates to "red earth," alluding to the fertile soil conducive to farming cane sugar. In looking to the future, Ypioca maintains a strong focus on environmental sustainability. Ypióca owns and manages its own sugar plantations, allowing the company to choose varieties of sugarcane to complement various types of soil, and till the land with an eye toward soil preservation rather than maximum yield. Not letting any part of the process go to waste, Ypióca's spent sugarcane becomes recycled cardboard boxes in which the product is shipped.



 @YPIOCACACHACA

For additional information, cocktail recipes, photos, and videos, please visit: [www.hotalingandco.com](http://www.hotalingandco.com)

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