



What is Cachaca

- a clear spirit,
- distilled from sugar cane juice,
- produced exclusively in Brazil.
- 3rd most consumed spirit in the world by volume.
- widely known for its Brazilian cocktail, the Caipirinha, made with muddled lime and sugar (similar to a Mojito (no mint))

Cachaca Production Processes

There are two methods of Cachaca production, industrial and handcrafted.

Industrial

vs

Handcrafted (Sao Paulo)

- 6 hour accelerated fermentation process fueled by chemical additives
- Continuous distillation in stainless steel stills
- Results in unnatural flavor and aroma with a harsh taste

- No additives added to the fermentation process
- 24 hour natural fermentation process
- Copper distillation
- Preserves the natural flavor and aroma of the sugar cane
- Smoother flavor and taste



Sao Paulo Production

- Largest producer of single sourced handcrafted cachaca in the world. (Estate Cachaca)
- Sugar cane is hand-cut and juices are freshly pressed
- 24hr fermentation with consistency in the yeast selection
- Copper distillation to secure earthly aroma and flavor
- The heart is bottled per 1000 liters distilled removing the head & tail (approx. 200 liters) which contain impurities.
- Produces 6 million liters of Cachaca a year and 12 different brand variations.
- Sao Paulo has committed itself in maintaining its unique method of production from the harvesting of the sugar cane to the distillation.

Cachaca Sao Paulo (U.S. distribution)

- Sao Paulo has been family owned and operated since 1909.
- A branch of the Sao Paulo family in 1970's rooted itself in Washington D.C.
- Our aggressive pricing strategy and premium quality, is unlike any U.S. cachaca.
- Because of the U.S. family branch, pricing cuts all unnecessary overhead.
- Award winning in Brazil and the United States.

Our objective

To revolutionize the Cachaca market by introducing a premium/top shelf cachaca at a house/rail price.

"Our price will get us in the door and our quality will keep us there."

Sao Paulo in the market

We understand that cachaça as a spirit is relatively unknown in the United States. It is highly unusual that a cachaça cocktail is ordered by brand. Restaurants are more inclined to add a smooth premium quality spirit to their house brand at a well price. Retail consumers are more inclined to purchase a bottle if priced aggressively for profits.



About us



History

The São Paulo plantation is located in the city of Cruz do Espírito Santo, in the Northeast region of Brazil. São Paulo initiated in the early twentieth century, with production focused mainly on brown sugar, honey and rapadura (Brazilian sweet) using sugarcane as raw ingredient. At the end of the decade of 1930, the São Paulo distillery directed its production to the alembic cachaça. Since then, the industry has been growing and conquering the market. Today, it is the largest producer of Alembic Cachaça in Brazil, with an annual production capacity of 6 million liters. Today, 100 years later, the São Paulo distillery has a modern industrial park that uses cutting-edge technology in the production of cachaça.

Production Process

Harvesting

São Paulo Distillery sits on 2.5 sq miles of land. The Uno River (Rio Uno) runs through the land and water from the river is conserved for irrigation. This land is rich in massape soil which is excellent for moisture conservation, crops and known for producing up to 20 harvests. São Paulo Distillery does 5 harvests before replanting to ensure the richness of the cane juice. Replanting utilizes the same crop for consistency. From the months of July to March the sugar cane is harvested and hand cut. Many competitors will burn the crops for swiftness of gathering which drastically impacts the cane juice required for Cachaca production.

After being hand-cut the cane juice is then pressed within 24hrs of being cut and the juices extracted. This extracted juice passes through the filtration system and goes to the fermentation tanks, where it is added selected yeast strains. During the 24-hr. fermentation process: all yeast strains used in its production process were selected from the sugarcane produced in the distillery itself and then multiplied in its microbiology laboratory. This control resulted in an expressive increase in production and productivity, in addition to the improvement in the quality of the cachaças that stand out among the most delicious in the country. It is during the fermentation process that the sugar from sugarcane juice is converted to alcohol.

Fermentation

Distillation

This alcohol is now distilled in copper pot still (retains flavor and notes). In the alembic distillation process, the alcohol is separated in three fractions. The first and the last fraction, respectively the head and tail, are eliminated. Only the middle fraction, the heart, is retained. This heart is the noble fraction of distillate which is the Alembic Cachaça.

At the end of distillation, the cachaça is stored in wooden barrels like: freijó (Brazilian wood), amburana (a Brazilian wood) and oak wood. After the stored period, the cachaça is bottled and is ready to be consumed.

Aging

Regulation

All of our products are compliant with the Brazilian government and each production lot is analyzed by a regulated laboratory that is regulated by Ministry of Agriculture and Supplying in Brazil.