

CUCA FRESCA PREMIUM CACHAÇA

Savor the Spirit of Brazil!

CUCA FRESCA GOES GREEN!



On July 21, Cuca Fresca kicked off their new partnership with the Rainforest Foundation-US with a Brazilian-themed party at Project GreenHouse Hamptons.

Cuca Fresca has partnered with the Rainforest Foundation-US to help raise money and increase awareness for the conservation efforts they are spearheading in Brazil. They are the first cachaca brand and only liquor company to announce a partnership with an environmental organization. Through the partnership, Cuca Fresca will donate a portion of all sales to support the Rainforest Foundation's work in Brazil.

Cuca Fresca continued its commitment to the environment by sponsoring a host of celebrity-studded events in conjunction with Project GreenHouse Hamptons, a month-long showcase for how chic living can also be eco-friendly. **Its signature Caipirinha cocktail was the exclusive rum drink served** at the screening of Leonardo DiCaprio's film *The 11th Hour*, an intimate candle lit dinner for Riverkeeper hosted by Lorraine Bracco, and at an event for charity: water hosted by Adrian Grenier.

Getting in the party mood with the spirit of Brazil, **Adrian Grenier** enjoyed **Cuca Fresca caipirinhas all night long** as he commandeered the DJ booth and took to the dance floor. As the evening continued, Adrian joined a fundraising poker game with a \$1,000 buy-in, in which all proceeds went to charity: water.

Images: Adrian Grenier enjoys a Cuca Fresca Caipirinha with Kristina Ratcliff, Project GreenHouse Hamptons organizer; Chazz Palminteri with Lene Ostergaard, Exec. Director of the RFF-US; Lorraine Bracco with Phoenix Kelly-Rappa, Owner of Cuca Fresca
Photos courtesy of Patrick McMullan

BUY CUCA FRESCA...HELP SAVE THE ENVIRONMENT

5% of the proceeds from each bottle of Cuca Fresca sold is donated to the Rainforest Foundation-US for work they are doing to preserve Brazil's rainforest and support the rights of her indigenous peoples

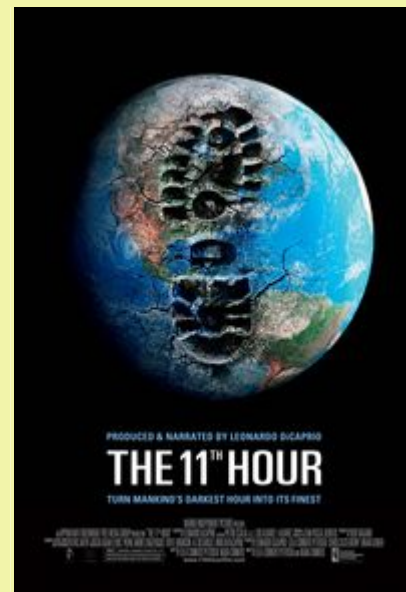


"GO GREEN" AT YOUR NEXT PARTY

CUCA FRESCA "GREEN" CAIPIRINHA

3 oz. Cuca Fresca Premium Cachaça
1 lime, cut into 8 pieces
2 tsp. superfine sugar

Place lime pieces in the bottom of a small shaker and add sugar. Muddle lime and sugar together in the bottom of the shaker. Fill the shaker to the top with ice. Add cachaca and shake well. Garnish with a lime slice and a piece of fresh sugarcane.



In Theaters 8.17.07

AWARD WINNING



Gold Medal Winner
2007 San Francisco World
Spirits Competition
Cuca Fresca Premium



JOIN THE CUCA FRESCA PARTY
Submit Your Favorite Recipe

info@cucafrescaspirit.com

UPCOMING EVENTS

CUCA FRESCA BARTENDER CHALLENGE

Cuca Fresca will be hosting an invitation only bartenders challenge in NYC. Bartenders will be asked to come up with a unique drink using Cuca Fresca Premium Cachaca. The finals will be judged by industry leaders and special guests. If you are interested in participating, please send your contact information to info@cucafrescaspirit.com

Cachaça

Silver Medal Winner
2007 San Francisco World
Spirits Competition
Cuca Fresca Pura Gold



CUCA FRESCA IN THE NEWS

- The Today Show
- Washington Post
- Beverage Dynamics
- Beverage Business
- Wine Spectator

www.cucafrescaspirit.com

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