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Cuca Fresca Continues Its Support of Humanitarian Efforts at Star-Studded Fundraiser for Unik Earnest's Edeyo Foundation

(East Hampton- July 12, 2008) Cuca Fresca's Pineapple Caipirinha with a Sweet Lime Espuma was the signature cocktail at an exclusive celebrity-studded silent auction and fundraiser for the the Edeyo Foundation, held at a private East Hampton estate. The Edeyo Foundation was started by the "King of NYC Nightlife" and owner of Lily Pond, Unik Earnest, one year ago and several of his celebrity friends including Russel Simmons, Nigel Barker, Jamie Kennedy, and the recording artist Maxwell came out to support the organization that aims to bring education and nutritional programs to the children of Earnest's native Haiti.

Cuca Fresca, the premium cachaça from Brazil, is dedicated to humanitarian and environmental causes and has become a mainstay on the national philanthropic scene through their support of organizations such as Global Green, charity: water, and Robert Kennedy, Jr.'s Riverkeeper Foundation. Cuca Fresca also donates a portion of the proceeds from each bottle to the Rainforest Foundation-US to support rainforest preservation and the fight for indigenous people's rights in Brazil.

"We were thrilled to hook up Unik and support his amazing work in Haiti through our contribution to this event," said Cuca Fresca owner Phoenix Kelly-Rappa. "We share Unik's passion for helping people in need around the world and plan on working with him after this event to bring continued attention and supplies to the school he has built in Port-Au-Prince."

Cuca Fresca is a hand-crafted premium cachaça made with organic sugar cane using single-batch artisanal production methods overseen by the fourth generation of a Brazilian family that has been producing cachaça for local consumption for decades. Cuca Fresca made its debut in the American market last year and has already established itself at the top of the category, winning a Double Gold Medal at the 2008 San Francisco World Spirits Competition and being named the best unaged and aged cachacas by the Beverage Testing Institute.

Cuca Fresca's signature Pineapple Caipirinha with Sweet Lime Espuma was created by Master Mixologist John Hogan of Bar Magic, Las Vegas, and Washington DC's Hudson Restaurant. John is an award-winning leader in his field and has been featured on the Travel Channel and Plum TV, in the Washington Post, Style Magazine, and Modern Luxury, as well as being named one of Tanqueray's "Ten Most Wanted Bartenders." He discovered Cuca Fresca through his love of premium, organic ingredients and has created several innovative cocktails, which he has showcased nationally, with the spirit.



CUCA FRESCA PINEAPPLE CAIPIRINHA with SWEET LIME ESPUMA

2 oz. Cuca Fresca Pura Gold Cachaça
4 cubes fresh lime (1/2 lime)
4 cubes fresh pineapple (1/2 inch sq.)
4 sugar cubes

In a 10oz. glass, combine all ingredients and muddle until they reach an even consistency. Fill the glass with ice and add cachaça. Roll everything between the glass and a small shaker to thoroughly mix. Top with the sweet lime espuma (recipe follows) and garnish with a fresh pineapple leaf.

Sweet Lime Espuma

1 oz fresh lime juice
1 oz Agave Nectar
1 egg white

Combine all ingredients in a small shaker and shake well for 30 seconds, until espuma reaches a frothy thickness.

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