



Cachaça and Caipirinha: promotion activities in India and China

Jairo Martins

March, 2019

Cachaça Events: India and China



12/03/ 2019 - 70 attendees



14/03/2019 - 30 attendees



20/03/2019 - 20 attendees

Agenda



1 History and culture

2 Market and figures

3 Types and styles

4 Tasting and pairing

5 Caipirinha and drinks

New Delhi – 12.03.2019



*The Embassy of
Brazil cordially
invites you to the
seminar-cum-
cocktail*

Cachaça and Caipirinha: History, Culture and Pleasure of Brazil

by Prof. Jairo Martins

12 March 2019, 18h00

**Residence of the
Ambassador of Brazil
8, Dr A P J Abdul
Kalam Road
New Delhi**



New Delhi – 12.03.2019



Shanghai - 14.03.2019



巴西驻沪总领事馆诚挚地邀请您参加“巴西甘蔗酒之夜”

由 Jairo Martins 教授带来的品酒分享会

了解巴西甘蔗酒、鸡尾酒的历史、文化和“趣味”
学习如何调制一杯正宗的巴西鸡尾酒 calpirinha!

时间：2019 年 3 月 14 日晚 6 点

地点：巴西 Boteco 酒吧，巨鹿路 158 号（靠近成都南路）

若确认出席，请发送宾客信息至邮箱：secom_xangai@163.com（本活动有名额限制）



CONSULATE GENERAL OF
BRAZIL
SHANGHAI

IBRAC
Brazilian Institute of Cachaça

Cachaça
FAZENDA SOLEDADE

H. Weber
ESTABELECIMENTO

VELHO BARBAPO
Cachaça
The Brazilian Way Of Celebrating

CACHAÇA SALINAS

Shanghai - 14.03.2019



Beijing – 20.03.2019



巴西
巴西驻华大使馆

INVITATION

诚邀邀请您到一个私人品酒活动。
You are invited to a private Cachaça tasting event.
Date/日期: 20-3-2019
Time/时间: 4pm-5pm
Location/地点: INFUSION ROOM Beijing
Address/地址: No.4 Worker's Stadium North Road,
Chaoyang District, Beijing
北京市朝阳区工体北路4号京城环保园内
Special thanks to:





Cachaça cocktail night.
Date/日期: 20-3-2019
Time/时间: 9pm-late
Location/地点: INFUSION ROOM Beijing
Address/地址: No.4 Worker's Stadium North
Road, Chaoyang District, Beijing
北京市朝阳区工体北路4号京城环保园内
Special thanks to:



巴西
巴西驻华大使馆

巴西在中国

Beijing – 20.03.2019



500 Years of Cachaça



1516 - 2016

500

Cachaça

years

100 Years of Caipirinha



1918 - 2018

100

Caipirinha

years

Considerações finais



- Tanto na Índia quanto na China, há um grande interesse pela história e pela cultura da bebida.
- Este é um apelo a ser explorado nas campanhas de promoção.
- As embaixadas brasileiras demonstraram grande interesse em promover a cachaça.
- O fato de haver mais de 30 madeiras para armazenamento/envelhecimento despertou muito interesse.
- Harmonização Cachaça e Comida chamou muita atenção.
- Surgiram mais dois convites das Embaixadas da Rússia e Áustria (época provável setembro/2019).