



novofogo

organic cachaça

One of the sugarcane fields where the Novo Fogo Organic Cachaças are born lies at the foot of Pico do Marumbi in the coastal Atlantic Forest.

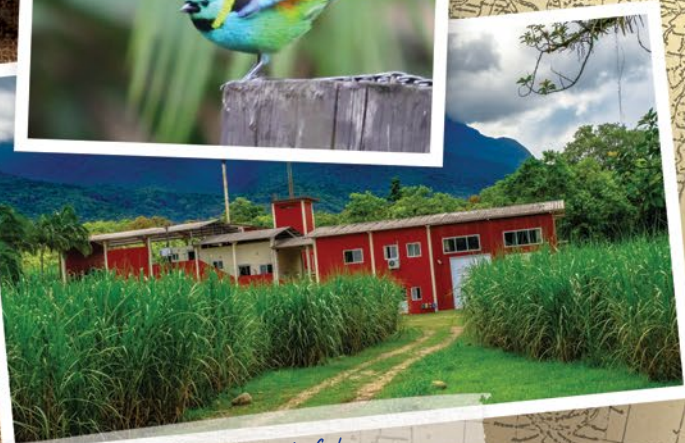


## NOVO FOGO CACHAÇA

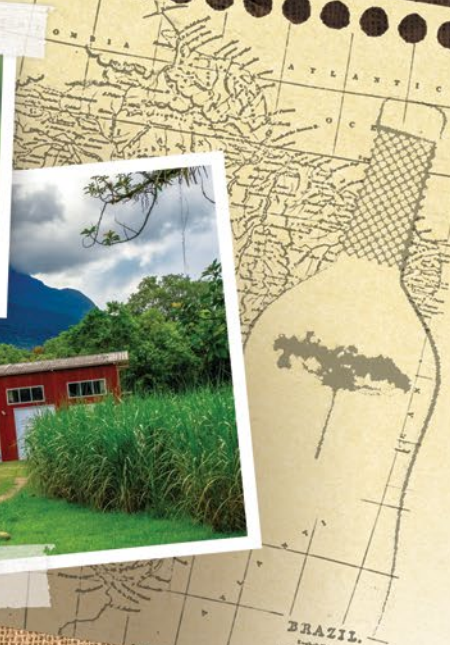
Cachaça is rum's older cousin from Brazil. It is made from freshly-pressed sugarcane, while rum is made anywhere in the world, generally from molasses. Cachaça is the fifth-most consumed distilled spirit on the planet, and the Caipirinha, Brazil's national cocktail, is probably the world's most popular libation!

Our distillery is located at the intersection of mountains, rainforest, and ocean in the town of Morretes, state of Paraná, in the Brazilian South. With the jungle trees only feet away from our sugarcane, we are true stewards of one of our planet's last frontiers: the Atlantic Forest, home to over 8% of the plant species on earth and 6,500 endemic species of plants and animals that live nowhere else on the planet.

*7-color tanager*



*distillery: zero-waste and gravity-fed*



*downtown Morretes*



*the Atlantic Forest*

## DISTILLERY

The rainforest keeps the air around us very clean, and our sugarcane reflects this terroir: banana blossoms, rainforest flowers, ocean breeze sea salt, grass, and citrus. Seeking to preserve this identity of the cane all the way to the bottle, we grow sugarcane organically and process it minimally. Our distillery was designed to be energy efficient and to produce no waste.

We employ traditional methods to maximize flavor in our cachaça and modern equipment to ensure consistency. We do not chill-filter our spirits and never double distill. Even the building is set in the slope of the mountain, so we rely on gravity — not motorized pumps — to move the liquid inside the building. These efforts lead to a smaller carbon footprint and a better life for the creatures around us, like the 7-color tanager.

## PROCESS

We cultivate our estate sugarcane organically and harvest it with machetes held by real human beings. We extract the cane juice by pressing the stalks within hours of being harvested to keep it fresh, and we never burn the fields before or after harvest.

We ferment the sugarcane juice into wine with wild yeast, cultivated from our own cane fields. This process takes less than 24 hours in temperature-controlled vats.

We distill the cane wine a single time in a copper pot still. Of the 1,200 liters in each batch, we keep just the best 130 liters — the heart of the distillate.

We rest our Silver Cachaça in chemically-inert stainless steel tanks for one year. This resting period allows the spirit to become smooth and drinkable without losing its original rainforest identity.

Most Brazilian cachaça is aged in oak casks, like most spirits worldwide (because oak is delicious, abundant, and sustainable), and ours follows this tradition. We primarily age in repurposed 53-gallon American oak barrels that once held bourbon whiskey. We also finish oak-aged cachaça in native Brazilian wood barrels in small quantities, since many Brazilian woods are threatened at some level. Aging in Brazilian woods deepened our understanding of forest sustainability and inspired our *Un-Endangered Forest* project to plant native and endangered trees in the Atlantic Forest.



1. USDA-certified 100% organic cane



2. manual harvesting



3. pressing fresh cane



4. wild-yeast fermentation



5. single distillation



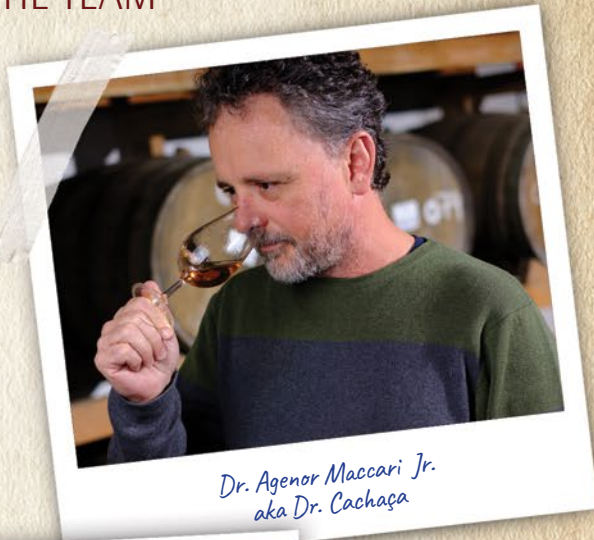
6. stainless steel resting



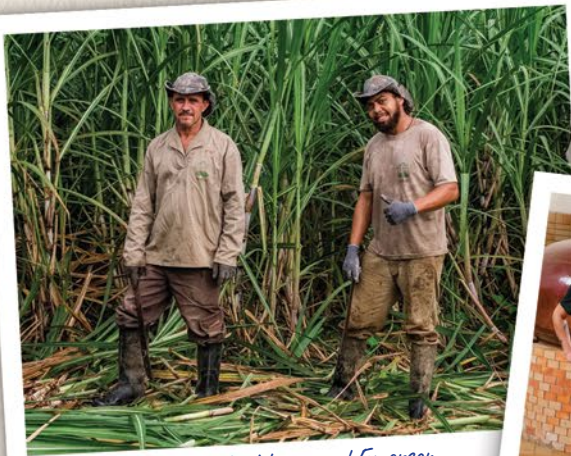
7. aging in wood casks

## DR. CACHAÇA & THE TEAM

Our master distiller, Dr. Agenor Maccari, Jr., taught agronomy for many years at the UFPR in Curitiba. He is well recognized as an eminent cachaça distiller and foremost expert in barrel-aging cachaça. Agenor has a PhD in agronomy and specializes in erva-mate tea, cachaça, and beer. Yes, he is a Brazilian beverage nerd.



*Dr. Agenor Maccari Jr.  
aka Dr. Cachaça*



*Valdemar, the field boss, and Emerson*



*Our distillation team: Bruna,  
Mayara, Gisele, and Larissa*

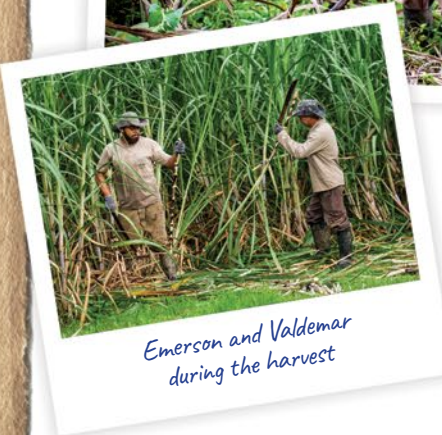
Our cachaça was named #1 in Brazil in a blind tasting by the reputable Cúpula da Cachaça of São Paulo in 2016. These are some of the men and women who proudly produce it.

## WORKING IN THE SUGARCANE FIELDS

Our cane field team members are the unsung heroes of the Novo Fogo story. They work hard in high temperatures and rainforest humidity and they use their hands to plant and cut the cane, pull the weeds, till the fields, and much more. Farming is year-round work! Yet these folks have been with us for many years and are in good health, because we have also made a commitment to them.

Sometimes this is as simple as taking many breaks, staying hydrated and cool, and having access to free food. They also work inside the distillery, on the bottling line, especially when it's hot outside. (You'll see their initials on the labels of the bottles they fill during indoor shifts.) They receive annual raises, medical insurance, child allowances, and some of them have free housing on the property.

*Ozeias is a jedi with the machete.*



*Emerson and Valdemar  
during the harvest*

There is something else: organic products are not just better for those who consume them, but especially for those who produce them. Since we don't apply chemicals to our cane fields, there's no risk of our field team being exposed to toxic contaminants. We are proud of them and we are proud of offering them sustainable and healthy jobs.

# WHAT GOES AROUND COMES AROUND

Our beautiful town gives us the gift of clean air, natural fragrances, and incredible sugarcane. We must protect this. We believe that sustainability has three equally-important tenets: (1) community investment, (2) environmental preservation, and (3) economic success. None of these can happen without the others.

USDA ORGANIC  
organic certified • handcrafted • carbon-negative distillery • recycled glass • zero waste

*We reuse leftover sugarcane pulp (bagaço) as fuel and fertilizer.*



The dried up sugarcane waste ("bagaço") becomes fuel for the boiler.

The heads and tails of the distillate are used as fuel for the tractors, firestarter, and cleaning agent.

## NECK WRAP

Made from recycled plastic bottles collected from the streets of São Paulo, this jute-like material adds extra grip.

## BOTTLE

You won't find a single flat curve on this recycled-glass bottle – just like in nature.

## SIGNATURE LABEL

The numbers on each label tell the bottling year and day of the year; each bottle is hand signed by the person who filled it.



BRAZILIAN CACHAÇA • RESTED IN STAINLESS STEEL  
BATCH NO. L09321 FMS  
750ML • 40% ALCOHOL BY VOLUME

## THE UN-ENDANGERED FOREST

Most of the Brazilian woods used for aging cachaça are threatened at some level. Like other valuable hardwoods, these trees have fallen victim to deforestation and unsustainable logging in Brazil's precious forests. This reality is particularly stark in our own part of Brazil: once a massive continuous jungle, the Atlantic Forest has lost 88% of its original area of 375 million acres to deforestation and is now highly fragmented.

We insist on using Brazilian woods sparingly to finish cachaça, and only if we can verify that the wood was sourced legally, ethically, and sustainably. Furthermore, we set our minds to help remove some tree species off the threatened list, so we started a reforestation project for rare and threatened native trees. We source their seeds from the wild, foster them in our

local nursery, and plant the resulting saplings on our property and a growing number of partner properties around the area. Our project started small but it is now significant in our region, and we have ambitions for national coverage in the future.



*Novo Fogo CEO Dragos Axinte plants a seedling at the distillery property.*

### *Novo fogo is a carbon-negative business.*

As a company with homes on two continents (North and South America) and team members on a third (Europe), we are concerned with the carbon emissions of our operations. We're reducing what we can and offsetting what we can't. Helping to balance our emissions are the preserved forests on our property, our growing reforestation project, the organic sugarcane plantation itself, and purchases of carbon offsets through an agency called *NativeEnergy*.

### 1 PLAN

We plant native trees based on scientific guidance. Dr. Silvia Ziller is a world-renowned forest preservation expert and oversees our project. We're not winging it!



### 2 SOURCE

When we can't find saplings in our local government nursery, our professional botanists find and climb trees in the wild to gather their seeds.



### 3 NURTURE

Seeds that are gathered in the wild are nurtured into seedlings in a nursery by our partners at Ekôa Park, an ecotourism park and natural reserve.



### 4 PLANT

Some grow under forest cover, and others prefer direct sunlight; the type of soil matters too.



### 5 SCALE

*The Un-Endangered Forest* project has grown beyond our property lines to involve other like-minded landowners in Morretes. Collectively, our network of land stewards represents thousands of acres of Atlantic Forest that are being preserved and planted with native trees.



## GROWING SUSTAINABLY

As distribution of Novo Fogo cachaças grows, we have a responsibility towards our community to increase our production capacity without depleting the land resources we own or influence. Simultaneously, over the last few years we have witnessed changes in the weather patterns that are making the agricultural portion of our business more difficult. As we add these factors together, we see an obligation to expand our cane sourcing to a broader area in our beloved state of Paraná.

*The Novo Fogo family grows.*



Yet the solution has come from within. Our master distiller, Dr. Agenor Maccari, Jr., has mentored numerous cachaça distillers in Brazil over the last decade. By coaching these small-scale producers to farm organically and distill methodically, Agenor has worked to keep the 500-year-old tradition of artisanal cachaça production alive. In 2017, we introduced into the Novo Fogo line some cachaças produced in the western end of Paraná, near Foz do Iguaçu, by two of Agenor's closest mentees and collaborators. These USDA-certified organic distilleries utilize the same equipment and methods as we use in our Morretes mothership, with our team monitoring the cane cultivation and distillation on a regular basis.

We feel proud to empower small family businesses to produce cachaça the right way. By teaching these folks organic farming, waste recycling, fair labor practices, and giving them the opportunity to become financially successful, we are helping them become role models in their own community and perhaps inspire others to take the high road to achievement.

## UNDERSTANDING THE NOVO FOGO PRODUCT LINE



### core spirits

These expressions are our bread and butter. They reflect cachaça tradition and the most common preferences of the Brazilian palate. Whether rested in stainless steel tanks or aged in sanded and re-toasted American oak barrels from Kentucky, they represent what Brazil drinks today. These expressions are always available.

### two-wood spirits

We age small quantities of Two-Wood expressions in widely-available oak and finish them briefly in the Brazilian woods, reducing the need for these rare barrels. Aging cachaça in Brazilian woods inspired our *Un-Endangered Forest* project to plant native and threatened trees in the Atlantic Forest. We have only a few barrels of these woods.

### single barrel spirits

Brazil loves oak: 60% of the cachaça labels produced today are aged in oak. We love this tradition — which is also a victory towards sustainability — and we celebrate it with our series of single-barrel oak expressions. These special releases vary in age and ABV and range in retail value from \$40 to \$250.



core spirit

## NOVO FOGO Silver Cachaça

The purest representation of sugarcane from southern Brazil, Novo Fogo Silver Cachaça proves that terroir matters. A banana aroma is present from the first whiff, followed by floral and tropical notes that shine through the spirit. Sea salt balances the cachaça's fresh, funky flavor, adding a savory quality and settling the overall flavor to a mouth-watering sweet red pepper.

40% ABV

1 L | 750 ml | 700 ml | 50 ml



### Caipirinha (ky-pee-ree-nya)

2 oz | 60 ml Novo Fogo Silver Cachaça  
1.25 tbsp | 20 ml ultra fine sugar  
half a lime, sliced

Muddle lime and sugar together. Add ice and cachaça and shake well. Transfer everything into a rocks glass.

### Santa Catarina

1 oz | 30 ml Novo Fogo Silver Cachaça  
1 oz | 30 ml Cocchi Americano  
1 oz | 30 ml Aperol

Stir with ice and strain into a chilled glass; garnish with a citrus peel.



### Dummy Run - by Chaim Dauermann

1.5 oz | 45 ml Novo Fogo Silver Cachaça  
0.5 oz | 15 ml Giffard Banane du Brésil liqueur  
1-2 bar spoons Fernet Branca (to taste)

Stir with ice and serve over fresh ice in a rocks glass; garnish with an orange peel.



APPEARANCE: clear



NOSE: banana, lime blossoms



PALATE: tropical flowers, citrus, sea salt



FINISH: raw cane

Classic

Twist on a classic

From our friends

core spirit

## NOVO FOGO Chameleon

Our "Chameleon" expression marries the savory identity of our Silver Cachaça with the vanilla notes of our oak-kissed Barrel Aged edition. It's aged for one year in repurposed American oak barrels, just long enough to reach mixability peaks without losing its rainforest and sugarcane funk. From tiki drinks to stirred aperitifs, this versatile, higher-proof cachaça is the bartender's friend.

43% ABV  
750 ml | 700 ml | 50 ml



### Brazilian Buck

1.5 oz | 45 ml Novo Fogo Chameleon Cachaça  
4 oz | 120 ml ginger beer  
2 dashes of aromatic bitters  
a squeeze of fresh lime

Build drink over ice in a highball glass and stir to combine. Garnish with a lime slice.

### Blushing Yakima

2 oz | 60 ml Novo Fogo Chameleon Cachaça  
1.5 oz | 45 ml brown ale  
1 oz | 30 ml lime juice  
0.5 oz | 15 ml Amaretto  
0.5 oz | 15 ml simple syrup  
3 cherries, muddled

Shake all ingredients, except for beer, with ice. Pour over fresh ice and top with beer. Garnish freely.



### Miami Vice - by Daniel Shoemaker


2 oz | 60 ml Novo Fogo Chameleon Cachaça  
1.5 oz | 45 ml cream of coconut  
1 oz | 30 ml pineapple juice  
0.5 oz | 15 ml pineapple gomme  
0.5 oz | 15 ml strawberry purée

Shake with ice and serve over fresh ice in a Collins glass; garnish with strawberry.

 APPEARANCE: light honey

 PALATE: sweet/spicy herbs, sugarcane

 NOSE: hazelnut

 FINISH: lively citrus

Classic

Our recipe

From our friends

core spirit

## NOVO FOGO Barrel-Aged Cachaça

This cachaça ages the fresh flavors from the original unaged spirit in repurposed American oak barrels. The 2-3 year process bakes the freshness of our cachaça in the heat and humidity of the rainforest. The result? Banana bread, with notes of chocolate, cinnamon bark, and coffee. A trace of pepper from the clear spirit remains, but the time spent in the barrel changes it to a toasty black pepper variation.

40% ABV  
750 ml | 700 ml | 50 ml



### Rabo de Galo

1.5 oz | 45 ml Novo Fogo Barrel-Aged Cachaça  
0.75 oz | 22 ml sweet vermouth  
0.75 oz | 22 ml Cynar  
2 dashes of Scrappy's Orange Bitters

Stir everything with ice. Strain into a cocktail glass and spritz oil from an orange peel over glass. Discard the peel or use as garnish.

### She Didn't Mean It

2 oz | 60 ml Novo Fogo Barrel-Aged Cachaça  
0.75 oz | 22 ml lemon juice  
0.5 oz | 15 ml passion fruit syrup  
0.5 oz | 15 ml hibiscus grenadine  
3 dashes of Scrappy's orange bitters

Shake all ingredients with ice. Strain over fresh ice into a short glass and garnish with a lemon peel.





### Tight Rope - by Beckaly Franks


1.5 oz | 45 ml Novo Fogo Barrel-Aged Cachaça  
1 oz | 30 ml Dolin Blanc vermouth  
1 tsp | 5 ml apricot liqueur  
1 dash Angostura bitters

Stir with ice and strain into a rocks glass over fresh ice; garnish with a citrus peel.

 APPEARANCE: honey

 PALATE: banana bread, chocolate, honeycomb

 NOSE: toffee, vanilla

 FINISH: cinnamon bark, black pepper

Classic

Our recipe

From our friends

## NOVO FOGO Tanager

Our "Tanager" expression mixes the Brazilian South's two favorite woods. We age this cachaça in barrels of oak and araribá (zebrawood), a traditional Southern wood that adds natural red color and a distinctive mountain earthiness. We sourced the wood for our only two zebrawood barrels from an abandoned house located on a friend's property. Tanager is spicy, oily, and funky and makes a powerful base for tiki drinks or an exotic twist on the Sazerac cocktail. This expression is a limited release.

42% ABV  
750 ml | 700 ml | 50 ml



### Tanager Batida

2 oz | 60 ml Novo Fogo Tanager Cachaça  
1 oz | 30 ml passion fruit syrup  
0.5 oz | 15 ml coconut milk  
0.5 oz | 15 ml lime juice

Add all ingredients to a blender with half a cup of ice and blend until smooth. Garnish with freshly grated nutmeg.

### Tanagerac

2 oz | 60 ml Novo Fogo Tanager Cachaça  
2 dashes of Scrappy's Orleans bitters  
2 dashes of Angostura bitters  
1-2 bar spoons simple syrup (to taste)

Stir with ice and strain into an Absinthe-rinsed glass. Zest lemon on the size of the glass and discard the peel.



### Tropical Itch - by Rumba Seattle

1.5 oz | 45 ml Novo Fogo Tanager Cachaça  
1 oz | 30 ml bourbon  
0.75 oz | 22 ml lemon juice  
0.5 oz | 15 ml passion fruit syrup  
0.25 oz | 7 ml orgeat

Shake all ingredients with ice and pour over crushed ice. Garnish with a sprig of mint.



**APPEARANCE:** rich, red earth



**PALATE:** holiday spices, tropical fruit



**NOSE:** orchids, fresh grass



**FINISH:** cinnamon bark, olive oil

## NOVO FOGO Graciosa

Graciosa is a reflection of our love for the rainforest and the historic road that crosses it on its way from the mountains to the ocean. This expression is aged for 2 years in repurposed oak and finished for 18 months in castanheira do Pará (Brazil nut) barrels, lending it a vibrantly aromatic yet creamy disposition: starting with pecan and orchids on the nose, the palate morphs into cherry custard and finishes with pleasant notes of soft clove and anise. This expression is a very limited release.

42% ABV  
750 ml | 700 ml | 50 ml



*Estrada da Graciosa*



### The Gracious Daiquiri


2 oz | 60 ml Novo Fogo Graciosa Cachaça  
1 oz | 30 ml lime juice  
0.5 oz | 15 ml banana liqueur  
0.5 oz | 15 ml simple syrup


Shake all ingredients with ice and strain into a chilled cocktail glass.



*Try Graciosa as a  
Boilermaker with a side  
of brown nut ale.*

 **APPEARANCE:** golden raisin

 **PALATE:** cherry custard

 **NOSE:** pecan, orchids

 **FINISH:** clove, anise

## NOVO FOGO Colibri

"Colibri" is one of the Brazilian names for "hummingbird," a very important bird to the health of the rainforest through its tireless crosspollination work. This expression took many years to finish as the liquid was moved back and forth between repurposed oak barrels and Brazilian teak (amburana) barrels, with the bulk of time spent in oak. The predominant spices of vanilla (from the oak) and cinnamon (from the teak) come together in a balanced expression in which the palate and the aroma march in sync. This expression is a very limited release.

42% ABV

750 ml | 700 ml | 50 ml



### The Flight of the Hummingbird

2 oz | 60 ml Novo Fogo Colibri Cachaça

1 oz | 30 ml lime juice

0.5 oz | 15 ml sweet condensed milk

0.5 oz | 15 ml agave syrup

7 blueberries plus more for garnish

Add all ingredients to a blender with half a cup of ice and blend until smooth. Garnish with freshly grated cinnamon and a blueberry skewer.



*Try Colibri with a side of Belgian ale and witness their cumulative citrus and spices come alive!*



APPEARANCE: amber



PALATE: toffee, passion fruit



NOSE: cinnamon, banana



FINISH: snickerdoodle, chestnuts

single barrel program

## NOVO FOGO Single Barrel Cachaças

Although every oak barrel is sanded and re-toasted, every once in a while we come across some barrels that are very special. We release those individually as Single-Barrel expressions that burst with color, flavor, and aroma. Our barrels hold only 53 gallons and angel's share exists south of the equator too, so these reserves are very, very limited.

41% - 48% ABV  
750 ml | 700 ml | 50 ml

*Eager to get your hands on an exclusive release? Consider the whole barrel (120 - 240 bottles) and we will engrave your logo on the corks of all your bottles.*



Drop us a line at [sales@novofogo.com](mailto:sales@novofogo.com) if you are interested in receiving samples of the barrels currently available.

# NOVO FOGO Sparkling Caipirinha Cocktails

Discover our canned and carbonated twist on the world's most popular cocktail! The Novo Fogo Sparkling Caipirinhas highlight the traditional flavors of Brazil's national cocktail, while appealing to modern drinking trends.

The result of many years of development, our three flavors of Sparkling Caipirinha are cachaça-forward, well-balanced cocktails with bold tropical flavors; yet they feature low calories and low carbohydrates. These true cocktails combine freshness with shelf stability, 100% natural ingredients, and soft-touch packaging that is entirely recyclable. They fit in hotel minibars, airline cart trays, and human hands.



**Original Lime**  
8.2% ABV | 129 cal. | 10 gr carbs

Awarded 96 points and a Platinum Medal by Chicago's Beverage Tasting Institute



**Passion Fruit-Lime**  
8.2% ABV | 128 cal. | 10 gr carbs

Awarded 90 points and a Gold Medal by Chicago's Beverage Tasting Institute



**Mango-Lime**  
8.5% ABV | 135 cal. | 11 gr carbs





## NOVO FOGO Caipirinha Kit

The beloved Caipirinha: it takes a bit of cachaça, a lime, some sugar, a muddler, and a shaker. But not everyone owns the correct hardware, so this kit puts them all together for that first-time buyer. The box includes a tear-away recipe card and connects the consumer to a digital campaign of humorous and educational videos about the caipirinha.

750 ml | 700 ml

## NOVO FOGO Cocktail Kits

Fans of the Old Fashioned cocktail will be delighted by this tropical twist on the world's first cocktail, pre-packed in a single-use box. Because all the components are pre-measured, even the inexperienced guest can convert this kit into a perfect cocktail.

DIY to SATISFY in 30 seconds.

50 ml







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Drink Responsibly or Don't Drink.  
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