

# germana® CAETANO'S CACHAÇA

Germana

GOLD New York Spirits Competition 2021

## BRAND OVERVIEW

Over a century ago a man named Sergio Caetano started distilling cachaças outside the city of Belo Horizonte in the rolling hills of Nova União. Caetano created Germana to showcase the unique flavors of southwestern Brazil in the heart of Minas Gerais.

In Portuguese, the name Germana means "something unmixed, pure and genuine." Caetano picked this name for his cachaça and to honor the life of the famed nun, Sister Irma Germana. Sister Germana lived at the Sanctuary of the Serra da Piedade, southwest of Nova União. She was known to be a healer, who aided pilgrims and visitors with infusions made from cachaça and herbs which she picked on the mountainside.

Germana begins with hand cut sugarcane, grown on the Caetano's family farm free of chemicals, and pesticides. The cane is harvested on their farm, pressed the same day and left to ferment in open-air vessels for about 24 hours, depending on the ambient temperature. To aid the process of natural fermentation, Germana also adds a measure of toasted maize which is grown and ground locally. After fermentation, the wash is distilled in direct-fire copper pots stills using the pressed and dried sugarcane as fuel.

Germana Caetano's Cachaça is a tribute to Germana's founder and patriarch, Sergio Caetano. After distillation, the cachaça is aged for two years in umburana casks. Also known as Brazilian cherry tree, the umburana adds a layer of fruity and tropical aroma to the spirit.

## DISTILLING THE CULTURE OF BRAZIL SINCE 1912

## PRODUCT OVERVIEW

### TASTING NOTES

- Tropical fruit notes surrounded by grassy and herbaceous qualities
- Smooth finish
- Hints of baking spices such as cinnamon and nutmeg
- Delicate mouthfeel

### SERVING RECOMMENDATIONS

- Neat or on ice
- Great for tiki cocktails
- Cachaça Old Fashioned
- Caipifruta with red berries

### PRODUCTION PROCESS



\* Sugarcane fields are not burned which means there is no char in the fermentation process like many other cachaças.

\*\* The pressed sugarcane fibers are used as the fuel for the direct fire to heat the still. Germana is the only Cachaça distillery using open fire distillation.

\*\*\* Umburana is the indigenous word for Brazilian Cherrywood.



50mL

40%  
ALC/VOL

1L  
BOTTLE



SKU

DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

## ORIGIN



NOVA UNIÃO  
MINAS GERAIS  
BRAZIL



FULL PRODUCT LINE

