



Media Contact:
Phoenix Kelly-Rappa
914.646.0749
phoenix@cucafrescaexports.com

**Cuca Fresca Invites Mixologists to
“Shake Their Way To Brazil”
In a North American Mixology Contest**

(July 1, 2009) --Cuca Fresca Exports, LLC, makers of a multi-award-winning portfolio of organic cachaças and ready to drink cocktails has just announced a North American mixology contest to find the best Cuca Fresca cocktail. The winner of this competition will be flown to Brazil for a private distillery tour courtesy of Cuca Fresca.

Called “the ideal slate for cocktail creativity” by BevX.com, Cuca Fresca Premium Cachaça and Pura Gold aged cachaça have already been praised by some of the country’s top mixologists including Gina Chersevani, Elad Zvi, John Hogan and Gabriel Orta. “We hope this competition will inspire creative bartenders and mixologists to find the ultimate way of using our premium cachaça in a cocktail that demonstrates their unique style,” said Cuca Fresca Managing Partner Phoenix Kelly-Rappa.

Cuca Fresca will team up with a panel of spirits experts to choose four finalists after all recipes have been submitted. A fifth “People’s Choice” finalist will be determined by the recipe that receives the highest number of votes through the Cuca Fresca website. To be eligible for the “People’s Choice” nomination, the cocktail must be on the drink menu at the contestant’s place of employment. Finalists will compete in a live “Shake Off” at the end of November and one Grand Prize Winner will be named.

WHO: The “Shake Your Way to Brazil” Cocktail Challenge is open to professional bartenders and mixologists.

WHEN: July 1-Sept. 15: Recipe submissions can be made via CucaFrescaSpirit.com
July 22-Oct. 31: Votes can be cast at CucaFrescaSpirit.com for the “People’s Choice” finalist

Oct. 15: 20 Semi-finalists will be announced and will be promoted on the Cuca Fresca website for two weeks.

Nov. 1: Four Judges’ Choice Finalists and one People’s Choice finalist will be announced and will compete live in November.

WHERE: Online at www.CucaFrescaSpirit.com/contest. Just like our spirit, contest entries are very earth friendly.

RECIPES: Recipes must feature Cuca Fresca Premium or “Pura Gold” Cachaça. Up to four additional ingredients can be used. The goal is to create a great tasting cocktail that can be recreated in bars, clubs, and restaurants around the world.

FOR MORE INFORMATION AND CONTEST RULES:
www.CucaFrescaSpirit.com/contest