



BOCA LOCA

CACHAÇA COMPANY

BOCA LOCA FACT SHEET HOLIDAY 2008 COCKTAILS

What is Boca Loca?

Boca Loca is an authentic award-winning premium Brazilian Cachaça. Boca Loca is a smooth, full-bodied, fragrant spirit distilled from the fresh-pressed juice of sugar cane. Translated into “Crazy Lips” in Portuguese, Boca Loca captures the spirit and excitement of Carnaval in a glass.

How do you drink it?

With a hint of melon and coconut and its smooth, well-balanced character, Boca Loca is great straight up or as a perfect base for classic and innovative cocktail recipes. The most popular cocktail made with cachaça is the Caipirinha, (*pronounced kie-purr-REEN-yah*) the national drink of Brazil.

We work with mixologists around the country who create new cocktails to showcase the versatility of cachaça. Jeffrey Morgenthaler of the Bel Ami Lounge in Eugene, Oregon, created these mouth-watering cocktails. Morgenthaler is a purveyor of mixology, proponent of craft bartending and consummate blogger (www.jeffreymorgenthaler.com).

New Holiday 2008 Cocktails

Lift your spirits this holiday season with these new cocktails from Boca Loca that even Ebenezer Scrooge couldn't resist!

Candied Cane

1 oz. Boca Loca Cachaça
1 oz. crème de mure
(blackberry liqueur)
1 oz. fresh lemon juice
½ oz. simple syrup
2 oz. champagne



Shake ingredients with cracked ice until chilled. Sugar the rim of a chilled champagne coupe or cocktail glass and strain ingredients into glass. Float 2 oz. champagne and garnish with a lemon twist.

Que Calor

1.5 oz. Boca Loca Cachaça
.75 oz. Triple-Spice Syrup
.75 oz. fresh lemon juice
5 oz. fresh-pressed apple cider
(Triple-Spice Syrup: In a small saucepan, simmer 16 oz. water, covered, with 9 star anise pods, 20 cloves and 3 cinnamon sticks for 30 minutes. Strain solids immediately and add 2 cups sugar. Let cool and bottle)



In a saucepan, microwave, or espresso steam wand, heat syrup, lemon juice and apple cider until hot. Add Boca Loca and serve in a warm Irish Coffee glass. Garnish with a generous slice of orange peel.

Christmas Island

2 oz. Boca Loca Cachaça
1 oz. pineapple juice
1 tsp. sweetened condensed milk



Shake ingredients with cracked ice until chilled. Strain into a chilled cocktail glass and garnish with freshly grated nutmeg.

Traditional Caipirinha

2 oz. Boca Loca Cachaça
1 lime cut into 6 sections
2 teaspoons sugar



Muddle limes and sugar in rocks glass to form a paste. Add ice to top of glass, stir in paste with ice. Add Boca Loca, stir and serve.

Is cachaça considered rum?

Although officially considered rum by the ATF, cachaça is distilled through a slightly different process. While rum is actually made from molasses of sugar cane, cachaça is produced straight from the juice of unrefined sugar cane. Left to ferment in vats made of wood, or often copper, cachaça is then boiled down three times to get a sticky concentrate. A premium quality cachaça is distilled in such a way that the scent of sugar cane is kept. Cachaça is also the third most consumed liquor in the world.

What sets Boca Loca apart?

Boca Loca Cachaça is unique in both its origins and production. While it was originally the first “branded” cachaça made for the U.S., Boca Loca is now making waves across the globe. Boca Loca is the finest of artisan, premium cachaças, with roots deep in the heart of Brazilian farming and distilling tradition. The brand is distilled by makers with a century old tradition of producing superior unblended cachaças. Boca Loca’s sugar cane is hand harvested at its peak of maturation from a single-plantation in the foremost growing region of Brazil. After much searching, the founders of Boca Loca, in conjunction with a master cachaça distiller created this formulation which is perfect for the savvy palates of American and International cocktail and spirits connoisseurs.

From the growing and harvesting of the sugar cane to the use of a proprietary yeast and special filter, the brand today is produced with exacting standards always retaining a consistent depth of quality, character and unique flavor. Boca Loca is slightly aged in Jequitiba barrels then filtered 12 times giving it a smooth, full bodied and fragrant finish.

Where can I find Boca Loca?

Boca Loca is available at finer bars, restaurants and liquor stores across the country. For more information, visit www.DrinkBocaLoca.com

How much does it cost?

Suggested retail for a 750 ml bottle of Boca Loca is \$20.

ABOUT BOCA LOCA

Boca Loca is a premium cachaça made in the heart of Brazil. Boca Loca Cachaça was declared “Best Value Cachaça 2007” by the Beverage Tasting Institute, received a Gold Medal from the Ministry of Rum Tasting Competition 2008, and awarded a Double Gold Medal at the 2007 San Francisco World Spirits Competition. Cachaça is the Brazilian cousin of traditional rum and the key ingredient in its national cocktail, the Caipirinha. Boca Loca Cachaça is available at fine bars, restaurants and liquor stores across the country. For more information, please visit www.drinkbocaloca.com

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