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Brazil

Wine

Report

2002

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Report Highlights:
The Brazilian economy has faced several crisis over the past years, which made the country more vulnerable to external shocks and resulted on high currency exchange rates, compared to the U.S. dollar. However, Brazil imports most of its high quality wines, from countries such as France, Chile, Spain and Portugal. These wines are consumed by higher income consumers, who are willing to pay for a higher quality wine. There is a great market for U.S. wines, as it becomes more popular in the country. Marketing activities are recommended in order to gain stronger consumer recognition and increase the acceptance of the U.S. high quality wines.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Brasilia [BR1], BR

1. BRAZILIAN ECONOMIC OVERVIEW

In the past decade, Brazil has undertaken a number of economic reforms that dramatically reduced inflation and opened the economy to private sector investment. In 1994, Brazil initiated an economic stabilization program known as the Real Plan, which was highly successful in reducing longstanding inflation. The plan also inaugurated one of the world's largest privatization programs. However, when growth slowed, the economy's dependence on external financing and the government failure to control its finances, left the economy vulnerable to external shocks. In 1999, the government was forced to float and devalue the real. Since 1999 the government has been dedicated to fiscal discipline, highlighted by the passage in May 2000 of the Fiscal Discipline Law, which sets strict limits on government spending at the federal and sub-federal level. The government also initiated an inflation-targeting program as the basis of monetary policy, wherein the government sets a target and the Central Bank strives to keep inflation within a band around the target. While many changes have been implemented, the government needs to continue its economic reform program, notably tax and pension reform.

After a strong economic performance in 2000, the Brazilian economy was hampered by several factors in 2001, most notably an economic crisis in Argentina, falling growth in the major world economies, a serious electricity shortfall in Brazil, and the effects of the September 11 terrorist attacks. The exchange rate weakened appreciably, increasing inflationary pressure, which rose to 7.7 percent. Higher interest rates (to counter inflationary pressures), electricity rationing, and weakening consumer confidence affected economic activity, and GDP expanded by only 1.5 percent in 2001. The Brazilian government made several economic adjustments in 2001 in response to the economic shocks, renewing its agreement with the IMF, tightening fiscal discipline, and drawing on international reserves to provide limited support to the exchange rate. These measures helped strengthen investor confidence, and when Argentina defaulted in December 2001, the Brazilian real actually strengthened.

The first quarter of 2002 was relatively calm, and economic activity showed signs of picking up. However, beginning in the second quarter, investor confidence fell because of uncertainty about the 2002 presidential election and whether the new president, who takes office in January 2003, will be able to service the Brazilian government's sizeable debt burden. Turbulent international financial markets and doubts about economic recovery in the United States have added to the pressure on the Brazilian financial market. The exchange rate again weakened and Brazil risk premiums for international borrowing increased. In August 2002 Brazil reached an agreement with the IMF for a new $30 billion program that extends through 2003. However, the financial markets remained under pressure through September, when the exchange rate fell 25 percent in one month. Given the economic uncertainty, growth will again be modest in 2002, probably around 1.5 percent. Inflation for 2002 is projected at close to 7 percent.

2. DOMESTIC PRODUCTION – GRAPES & WINES

A - GRAPES

Brazilian domestic production of grapes began in the first decades of the 19th century, mainly in the South and Southeast regions of the country. That region was chosen due to the geo-climatic conditions, which are similar to those of the best vineyards of the world . Plantations started with the wine grapes brought from Portugal and Spain by the colonists in the 16th century. Those grapes were later replaced by North American grapes, which led to the introduction of several species of fungi that caused the Brazilian grape production to fall. The "Isabel Grape" cultivar, was planted in different regions of the country on a commercial basis and served as the foundation for the development of the viticulture and the viniculture in the states of Rio Grande do Sul and São Paulo. Later, in the 20th century, with the Brazilian Government subsidy, the Isabel grape was replaced by the American Hybrids Niagara and Seibel 2.

In 1970 a significant increase in planted areas resulted from the arrival of foreign companies on the "Serras Gauchas" (high altitude mountains in the Southern region) and on the east border. It was also during that period that the tropical Brazilian viticulture was effectively developed in the São Franciso Valley, located in the semi-arid Northeastern region of Brazil, in the states of Bahia and Pernambuco. With a very efficient irrigation system, this region is now producing grapes that can be compared to those produced in the best regions of Europe. The region provides an average of three thousand hours of sunlight per year and is able to produce up to 2 1/2 crops a year. Currently, there are about 80 wineries established in the São Francisco Valley.

Planted areas in Brazil total 63,816 hectares and are located between 30°S parallel in the state of Rio Grande do Sul and 9° S parallel in the Northeast region. Due to weather differences, there are two viticulture poles which have characteristics of temperate weather regions. One pole is located in the subtropical area, where the grape vines are cultivated with two annual cycles. These are defined by periods of low temperatures. The other pole of tropical viticulture, where successive prunings are performed, has two and half to three vegetative cycles per year.

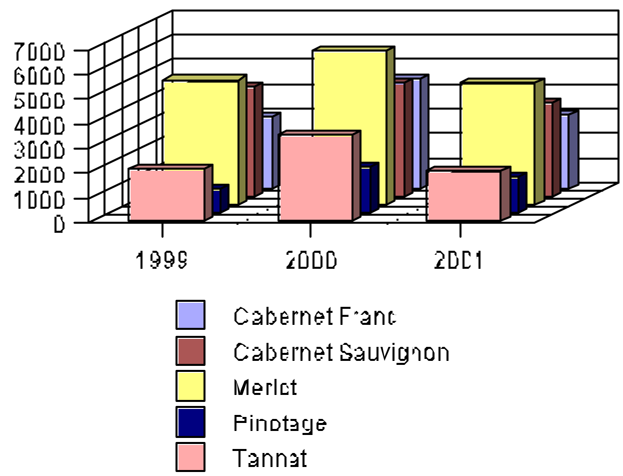
In the state of Rio Grande do Sul, 80 percent of the production consists of American Hybrid and other hybrid grapes. The "Isabel" cultivar still leads production, followed by the *Moscato Branco, Italic Riesling, Trebbiano, and Chardonnay* for whites and *Cabernet Sauvignon, Merlot, Cabernet Franc, and Tannat* for the reds. In the São Francisco Valley area, grapes are devoted to the production of fine wines, showing a high production of the "*Festival" cultivar,* various types of seedless grapes, as well as the *Cabernet Sauvignon, Syrah, Moscato, Canelli, Chardonnay, and Chenin Blanc.*

Following is a table that shows the Brazilian production of grapes, in metric tons.

WINE GRAPES

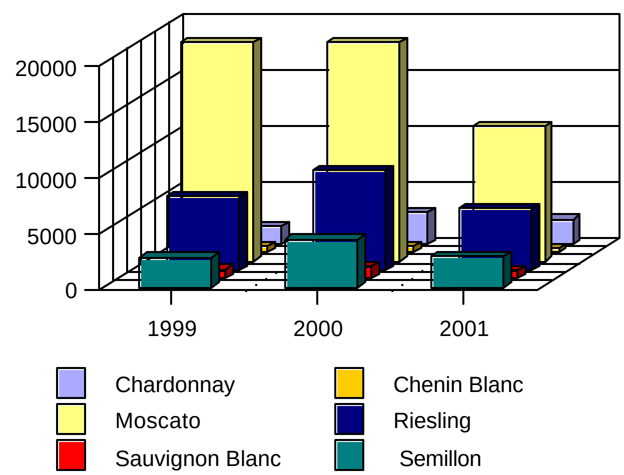
RED

Type	1999	2000	2001
Cabernet Franc	2,911	4,420	2,990
Cabernet Sauvignon	4,490	4,592	3,834
Merlot	5,072	6,223	4,962
Pinotage	935	1,852	1,433
Tannat	2,076	3,487	2,052



WHITE / ROSE

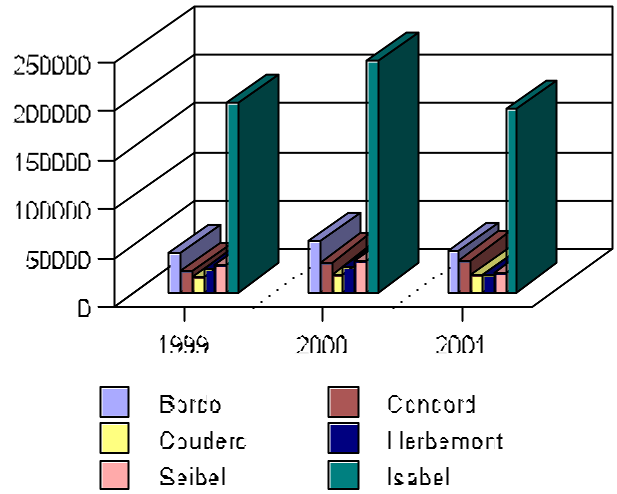
TYPE	1999	2000	2001
Chardonnay	1,502	2,874	2,198
Chenin Blanc	492	497	344
Moscato	19,637	19,536	12,038
Riesling	6,574	8,855	5,573
Sauvignon Blanc	841	1,157	805
Semillon	2,711	4,311	2,778



AMERICAN / HYBRID GRAPES

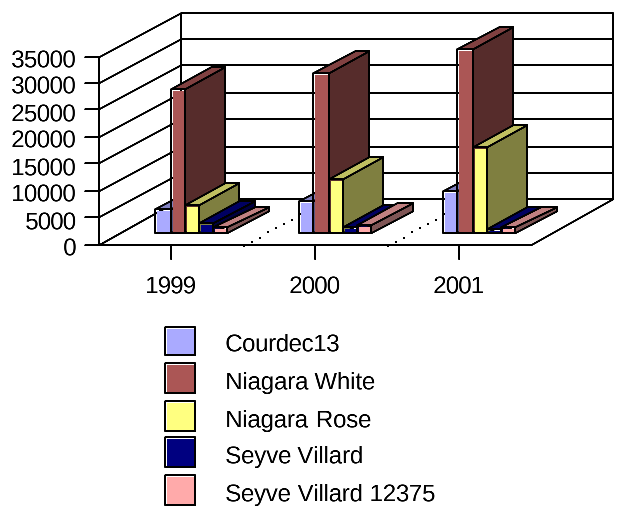
RED

TYPE	1999	2000	2001
Bordo	40,736	52,383	42,099
Concord	21,226	30,978	32,949
Couderc	15,236	18,483	17,623
Herbemo nt	25,010	25,933	17,763
Seibel	27,946	31,254	20,843
Isabel	195,026	237,507	188,548



WHITE / ROSE

TYPE	1999	2000	2001
Courdec13	4,524	6,123	7,809
Niagara White	26,743	29,969	34,145
Niagara Rose	5,387	10,126	16,150
Seyve Villard	1,742	983	727
Seyve Villard 12375	937	1,447	937



The Brazilian industry projects a crop of 520,000 metric tons for 2002, which is slightly below last year's production of 549,00 metric tons for all qualities of grapes, as a result of constant floods in the region during the months of January and February which affected the plantations.

B - WINES

The Brazilian wine industry is based in the Southern region of the country, in the state of Rio Grande do Sul, representing 95% of the domestic production. The other 5% belongs to the wines produced in the Northeast. Investments in the sector in the 1970s, such as the technological implementation and modernization of the industrial wineries, were motivated by a domestic market with a great potential for higher quality wines and higher prices. In this same period, Brazilian wine and grape juice became well known, due to their high quality, and appeared in markets all over the world. However, this modernization process happened to fast, and the viticulture sector was not prepared to take advantage of these opportunities. As a consequence, the quality of the grapes still shows inferior enological potential, when compared to Brazil's main competitors (Chile, Argentina).

The technological level utilized in the production process of high quality wines in Brazil is comparable to those existing in traditional wine producing countries. As a consequence of this process, Brazilian high quality wines have shown a significant qualitative evolution, recognized both domestically and internationally. In 2002 Brazil started to export its high quality wines to the United States. According to some sector contacts, this year's exports to the U.S. will total 990,000 liters or 10 percent of the country's production of high quality wines.

CERTIFICATION OF ORIGIN - To differentiate the wines produced from grapes planted in the Southern region from those produced from the same variety of grapes planted in the Northeast region (tropical area), the Brazilian Law 9276 from 05/14/96 allows producers to identify on the label the origin of the product. The consumer will be able to differentiate the wine by the exclusive and essential characteristics of the region where the grapes were extracted from and where the wine was produced. The first identification labels can be found on the 2001 vintage wines, originating in upper region of the state of Rio Grande do Sul

The sparkling wine production in Brazil has developed significantly, showing an average annual growth of 24.7% in sales volume in recent years. This is due to an increase in the domestic consumption as well as the international reputation of the Brazilian sparkling wine.

Regarding the industry profile, the Brazilian wine sector shows an unique characteristic, different than most traditional wine producing countries. While in other countries, high quality wines only originate from high quality grapes (varietals), in Brazil there are some high quality wines produced from American Hybrid and other hybrid varieties of grapes which represent 80 percent of the total production.

The principal wine varieties produced in Brazil, and their average prices per bottle, in a mid to large sized supermarket are as follows:

RED	R$	WHITE	R$
Pinotage	5.00 - 25.00	Chardonnay	15.00 - 60.00
Cabernet Sauvignon	20.00 - 60.00	Muskadel (S.Francisco Valley)	15.00
Merlot	15.00 - 58.00	Riesling	15.00 - 50.00
Shiraz	20.00 - 55.00	Gewuztraminer	15.00 - 35.00
Gamay	18.00 - 25.00	Semillon	25.00 - 65.00
Cabernet Franc	15.00 - 35.00		

Brazil is increasingly dependent on wine imports to meet the consumption requirements. The current main suppliers are Italy, Chile, Portugal, France, and Argentina. The United States appears as the 9th largest supplier, considering volume and price (US$ FOB). However, there is a great potential for the U.S. high quality wine in the Brazilian market, because of its increasing popularity.

WINE: DOMESTIC PRODUCTION X IMPORTS (In million liters)

Origin	1993	1994	1995	1996	1997	1998	1999	2000
Brazilian	49.9	46.5	40.2	40.7	10.4	32.5	37.1	34.2
Imported	11.9	21.5	28.1	21.5	22.6	22.4	26.4	29.3
TOTAL	61.8	68.0	68.3	62.2	33.0	54.9	63.5	63.5

Price quotes in Reais (R$) of mid to high quality imported wines are as follows:

COUNTRY	MID QUALITY	HIGH QUALITY
France	$100 - 150	$200 - $400
Chile	$60 - $95	$100 - $300
Argentina	$50 - $90	$100 - $250
Portugal	$50 - $150	$150 - $350

Spain	$50 - 150	$150 - $350

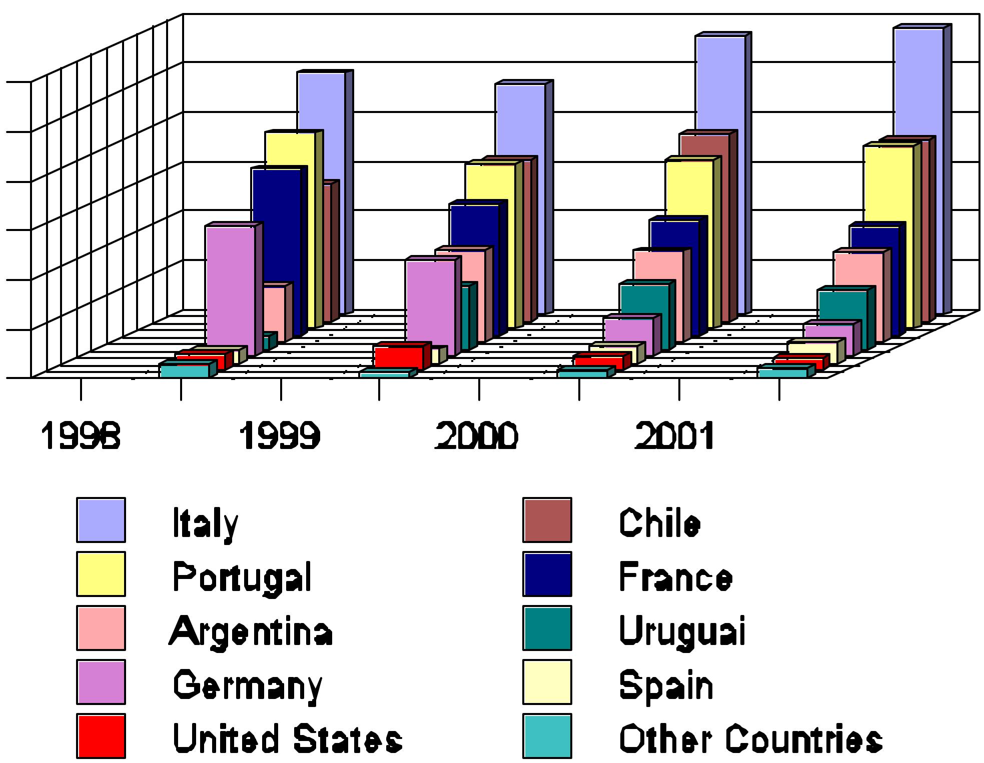
Below is a table of the main Brazilian suppliers and their respective market shares

	1998		1999		2000		2001	
|COUNTRY	9 liter boxes	Mkt. Share	9 liter boxes	Mkt. Share	9 liter boxes	Mkt. Share	9 liter boxes	Mkt. Share
Italy	612,387	24.5%	687,540	23.43%	917,910	28.20%	900,589	28.99%
Chile	348,800	14.0%	479,210	16.33%	617,702	18.98%	573,356	18.46%
Portugal	494,253	19.84%	489,793	16.69%	556,783	17.11%	574,395	18.49%
France	420,566	16.88%	392,158	13.36%	381,293	11.72%	346,055	11.14%
Argentina	143,144	5.75%	275,087	9.37%	302,771	9.30%	287,282	9.25%
Uruguai	36,103	1.45%	190,226	6.49%	217,970	6.70%	185,411	5.97%
Germany	328,705	13.20%	286,284	9.75%	129.414	3.98%	101,009	3.25%
Spain	39,323	1.35%	44,050	1.50%	59,047	1.82%	65,849	2.12%
United States	42,355	1.70%	74,965	2.55%	47,382	1.46%	41,621	1.34%
Other Countries	25,193	1.33%	15,719	0.53%	24,000	0.73%	30,792	0.99%
TOTAL	**2,491,829**	**100%**	**2,935,032**	**100%**	**3,254,272**	**100%**	**3,106,359**	**100%**

AVERAGE MARKET GROWTH - 15%/YEAR - Except for 2001, due to the economic crisis and currency devaluation
SOURCES: Brazilian Ministry of Development Industry and Foreign Commerce - MDIC
. Brazilian Wine And Grape Producers Association - UVIBRA

3. CONSUMPTION TRENDS

Per capita consumption of wine in Brazil is estimated at 2.3 liters per year, ranking 17th in the world. However, geographical conditions should be taken into consideration, because the highest incomes and consumption are in the South and Southeast regions and the Federal District, compared to the poorer North and Northeast regions. Regional per capta consumpt



ion in Brazil is estimated regionally as follows:

REGION	CONSUMPTION*
South / Southeast	3.23
Center West	2.8 l
North / Northeast	0.79

* - liters per capita, per year

Red wines are more popular among Brazilian consumers due to a large campaign on the health benefits of consuming red wine. According to some trade sources, consumption is 60 percent of red wine and 40 percent of white wine in Brazil.

Consumption of table wines is very popular in the Southern states of Brazil, as a result of strong European influence in the country. However, there is a significant growth in consumption of high quality wines, most of them imported from Europe and from the New World. These wines are mostly marketed in the HRI sector, which is also a rapidly growing sector in Brazil.

Price is still the leading factor for most food purchasing decisions, particularly when the product is considered a luxury item. However, higher income consumers are willing to pay a higher prices for quality wines. According to some sources, there is a great market for U.S. high quality wines which are becoming more popular in the country. Preferred varieties are Cabernet Sauvignon, Cabernet Franc, Merlot and Zinfandel for the reds, and the Chardonnay for the whites. The so called "cult wines" or "garage wines" are also becoming a focus for the local media. In addition to facing stiff price competition with European and South American wines, which face lower or no import tariff, U.S. wines are competing against the quality image of European wines. Consumers who are not well educated about the high quality of the U.S. wines will choose an European well known brand instead, due to a perceived higher quality and more attractive prices.

4. DISTRIBUTION CHANNELS

Wine is available to most consumers through supermarkets, hypermarkets, convenience and specialized stores, catalogues, and the HRI sector. Local sources opined that over 60 percent of the wines are sold to consumers in the retail sector and the other 40 percent through the HRI segment. Supermarkets and smaller importers usually buy their wines from a larger, well established importers to sell at the retail level. Franchising is also becoming popular among the major wine importers in Brazil.

Differences in price and quality are evident between the types (brands) of wines sold in specialty stores and those available in supermarkets. In specialty stores, finer Brazilian and imported wines can be found for higher prices, and supermarkets often sell lower quality wines for lower prices.

U.S. exporters interested in entering the Brazilian market should establish a relationship with a Brazilian importer, who is familiar with importing procedures and marketing channels for high quality wines, and is best positioned to sell U.S. high quality wines. The Brazilian importer must also have good access to the food retail sector and the HRI segment.

5. MARKET PENETRATION - RECOMMENDATIONS FOR EXPORTERS

Quality, availability, brand name familiarity, and price are important factors that Brazilian consumers consider when choosing a product. In that regard, exports should consider the following:

QUALITY - Brazilian consumers of high quality wines are well acquainted with quality and are able to judge wines accordingly. Due to higher prices, U.S. wines will be popular with consumers who are more interested in quality and less concerned about prices. When trying to access this end of the market, exporters should present their best wines and focus their marketing activities towards the higher income population.

AVAILABILITY - The majority of the Brazilian consumers of high quality wines are faithful to their local commercial establishments. It’s important that the U.S. wine is well placed in those establishments, including national supermarket chains and high quality restaurants.

BRAND - U.S. wine is a relatively new high quality product to the Brazilian consumer. Exporters should work on brand construction and educational activities, such as in-store promotions, cooking shows, local trade shows, and joint activities with the HRI segment, in hotels and restaurants. Personal participation in these activities by a representative of the winery is highly advisable. Face to face meetings are usually more productive than fax or e-mail correspondence.

PRICE - The U.S. wine will inevitably be facing stiff price competition, especially from Chilean and Argentine wines. Those countries benefit from factors such as shorter shipping distance and lower to zero import tariffs, which will make competition difficult for the U.S. wine. While considering price competitiveness, exporters should work on building an image of the U.S. wine as a high quality product.

HINTS FROM BRAZILIAN IMPORTERS

According to local sources, as mentioned before, the U.S. wine will already face stiff price competition, caused by higher import tariffs, compared to other supplying countries. However, some importers have reported a very high entry level price operated by the majority of the U.S. wineries. According to them, while countries like Portugal, Spain, Chile, and Argentina, offer their entry level wines for US$0.90 to US$2.00 for a bottle, most American wineries are not willing to offer their wines for less than US$10.00. In addition wines coming from the U.S. will have higher freight costs and a longer transit time, which forces importers to work with other brands. On the other hand, Brazil is still strongly influenced by the macro winery culture, and will prefer to pay a higher price for a product that they are familiar with. As a result, consumers can find a few middle quality U.S. wines for prices that range from US$100 to US$300 in specialty stores. For this same price, there are Argentine, Chilean, Portuguese and Spanish wines that can be considered their "very best." According to some local importers, the U.S. is offering wines that are qualitatively inferior, compared to some other countries, and for a higher price. However, some supermarket chains, such as Pão de Açúcar carry U.S. wines, selling for US$ 8 - 12 per bottle.

Once the decision is made to export to Brazil, it is highly advisable that the U.S. exporter and the Brazilian importer work together on aggressive marketing/educational campaigns, to build the reputation and familiarize the Brazilian consumers with the brand. With brand recognition, the Brazilian consumer will become a constant buyer of the brand and be willing to pay the price.

VIRTUAL WINE TASTING

Another new marketing activity in Brazil is the virtual wine tasting, that has been catching the attention of wine consumers country wide. This activity works best if the product is already being offered on the market. The producer/importer provides the wines to be tasted to a sommelier, who will taste the wine and make comments over the Internet or by video conference. This is an interactive activity between the wine taster and the invited participants, who will be able to ask questions about the product. While not as effective as a traditional wine tasting, it can be cost effective for some products.

6. IMPORT TARIFFS

The Brazilian wine import tariff for countries outside of MERCOSUR (Brazil, Argentina, Uruguay and Paraguay) and Chile, is **21.5** percent for wines classified under the International Harmonized System code 2204.21.00

7. IMPORT REGULATIONS

Brazilian wine imports are regulated by the Directive 30/97, Law 7678/88 and Decree 99066/90.

To enter the Brazilian territory, the wine producing establishment as well as the wine to be imported must be registered with the Agricultural Protection Office - SDA of the Brazilian Ministry of Agriculture - MAPA. The process is normally completed and filed by the Brazilian importer. Documents such as certification of the legal existence of the establishment, description of the facility and its equipment, official certificate of analysis issued by a laboratory in the country of origin, and certification of origin, among others, will be requested. The Brazilian customs law is very strict regarding proper submission of customs documentation. Errors in documentation may cause confiscation of the merchandise. It is highly advised that exporters employ competent and reputable Brazilian importers who are familiar with the Brazilian import regulations for wines.

Upon entrance in the Brazilian territory, in order to clear customs, imported wines are subject to chemical analysis, to verify that they meet international requirements. Port authorities working for the Ministry of Agriculture will take one sample for analysis. The Brazilian importer will deposit the imported merchandise in storage and await for the laboratory test results. Exceptions are made for wines of "exceptional quality", with prices ranging from US$1,000 to US$2,000 per bottle.

8. LABELING REGULATIONS

The regulations cited above also include the labeling requirements. It is a common practice in Brazil for importers, agents, or distributors to affix to the wine bottle an additional small adhesive label in Portuguese, with the name and address of the importer, and the company's tax registration number. The following information obtained from the U.S. exporter must also appear on the label:

- Name of product
- Ingredients
- Country of Origin
- Special storage instructions (if necessary)
- Net contents (in metric unit)
- Date of production
- Validity date (shelf life)

9. USEFUL CONTACTS:

NOTE: This list is provided with no guarantee of commercial reliability nor intent of discrimination implied

I - Brazilian Government

Ministério da Agricultura, do Abastecimento e da Pecuária - MAPA
Esplanada dos Ministérios, Bloco D - Anexo B
Tel.:(5561) 218-2443

Fax: (5561) 224-8961

II - BRAZILIAN IMPORTERS AND DISTRIBUTORS

1 - SANTAR COMÉRCIO DE GÊNEROS ALIMENTÍCIOS LTDA
Rua Benjamin de Oliveira, 405
03006-020 São Paulo - SP
Tel.: (11) 227-7355
Fax: (11) 227-2817

2 - WML Comércio, Importação e Exportação
Rua Alferes Magalhães, 92 - 5o andar
Santana
02034-000 São Paulo - SP
Tel.: (11) 6971-6700
Fax: (11) 6971-6700

3 - KHAMEL
Rua Dr. Edgard Magalhães de Noronha, 541
Vila Nova York
03480-000 São Paulo - SP
Tel.: (11) 6721-0677
Fax: (11) 6721-1469

4 - LE ROY EXPORTADORA E IMPORTADORA
Rua Tapinas, 141
04531-050 São Paulo - SP
Tel.: (11) 3061-0995
Fax: (11) 3061-9802

5 - CASA FLORA
Rua Santa Rosa, 197/207
Brás
03007-040 São Paulo - SP
Tel.: (11) 228-5199
Fax: (11) 227-8701

6 - QUALIMPOR IMP.& EXP.
Rua Américo Brasiliense, 1490, Conj. 76
04715-002 São Paulo - SP
Tel.: (11) 5181-4492
Fax: (11) 5581-3264

7 - CADAL IMPORTADORA
Rua Palacete das Äguas, 434
Vila Alexandria
04635-022   São Paulo - SP
Tel.: (11) 5032-2304
Fax: (11) 5032-1984

8 - ADRIANO COSELLI S/A
Rua Gal. Augusto Soares dos Santos, 205
lagoinha
14095-240   Ribeirão Preto - SP
Tel.: (16) 603-5274
Fax: (16) 603-5233

9 - ACONCÁGUA COM., IMP. & EXP.
Rua Afonso Brás, 04
Ibirapuera
04511-011   São Paulo - SP
Tel.: (11) 3842-2011
Fax: (11) 3842-1732

10 - A DOLCE VITA
Rua Alfredo Ricci, 369
08253-010 São Paulo - SP
Tel.: (11) 3495-8323
Fax: (11) 6171-6651

11 - FRANCO SUISSA
Rua Machado Bittencourt, 392
Vila Clementino
04044-001 São Paulo - SP
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Fax: (11) 5084-7380

12 - REMY LACAVE DO BRASIL
Rodovia BR 116, Km 143, s/n
Caixa Postal 720
95272-000 Flores da Cunha - RS
Tel.: (55 54) 229-4822
Fax: (55 54) 229-4709

13 - M. CHANDON DO BRASIL
Avenida Brasil, 1814
01430-000 São Paulo - SP

Tel.: (11) 3062-8388
Fax: (11) 3062-8388

14 - MISTRAL IMPORTADORA LTDA.
Rua Rocha, 288
01330-000 São Paulo - SP
Tel.: (55 11) 3285-1422
Fax: (55 11) 288-9417

15 - EXPAND GROUP - Southern Region
Rua Alvaro Chaves, 576
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16 - EXPAND GROUP - BRAZIL
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17 - AURORA
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18 - CASA SANTA LUZIA
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01424-001 São Paulo - SP
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e-mail: santaluzia@originet.com.br
Contact: Mr. Jorge da Conceição Lopes

19 - PORTO A PORTO
Av. Batel, 1920 - 2nd floor, room 201
Batel

80420-090   Curitiba - PR
Tel.: (55 41) 342-0424
Fax: (55 41) 342-3495
e-mail: pedro@portoaporto.com.br

20 - GRUPO PÃO DE AÇÚCAR
Rua dos Tamoios, 15
046300-000 São Paulo - SP
Tel.: (55 11) 5098-9043
Fax: (55 11) 5519-9248
Contact: Mr. Celso Morasco

21 - COMPAR
SAAN - Quadra 03 - Lote 1100
71220-000 Brasília - D.F.
Tel.: (55 61) 362-7100
Fax: (55 61) 362-7049
Contact: Mr. Lindomar Graciano Ribeiro

22 - BACARDI-MARTINI DO BRASIL
Dr. Timothy Altaffer
Presidente
Av. Paulista, 2073
Horsa 1 - 16 and.
Conjunto Nacional
Sao Paulo SP 01311-300
Brazil
Tel 1: (55-11) 287-8522
Tel 2: (55-11) 288-9175
Fax: (55-11) 288-7561
E-mail taltaffer@bacardi.com

23 - INTERSALES
Contact: Carolina Maia
Tel.: (61) 326-1500
Fax: (61) 326-1516

24 - LA PASTINA
Rua da Alfândega, 146/154
03006-030 São Paulo - SP
Tel.: (11) 3315-7400
Fax: (11) 3315-7460

25 - ZAHIL

Rua Prof. Campos de Oliveira, 146
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04675-100 São Paulo - SP
Tel.: (11) 5523-8311
Fax: (11) 5522-5579

26 - BRUCK IMP., EXP. & COMÉRCIO
Rua Paula Souza, 216
01027-000 São Paulo - SP
Tel.: (11) 227-3111
Fax: (11) 227-3111

27 - CALLAZ & SILVESTRINI
Rua Major Paladino,. 128, Galpão 3B
05307-000 São Paulo - SP
Tel.: (11) 3641-1099
Fax: (11) 3641-1099

28 - CLUB DU TASTE VIN
Rua Frei Caneca, 671
01307-001 São Paulo - SP
Tel.: (11) 257-6941
Fax: (11) 257-6941

29 - MAXXIUM
Rua Engenheiro Antonio Jovino, 220 - Conj. 13
05727-200 São Paulo - SP
Tel.: (11) 3743-1011
Fax: (11) 3743-1012

30 - CELLAR IMP. & EXP.
Rua Juquis, 283
04081-001 São Paulo - SP
Tel.: (11) 5531-2719
Fax: (11)5531-2419

31 - VINUM IMPORTADORA LTDA.
Rua Henrique Martins, 644
Jardim Paulista
01435-010 São Paulo - SP
Tel.: (11) 5561-1887
Fax: (11) 5561-1887

III - SPECIALIZED PUBLICATIONS

1 - Vinho Brasil
Market Press Editora
Rua Hugo Carotini, 455
São Paulo - SP
Tel.: (5511) 3721-1950
Fax: (5511) 3721-5558

IV - WINE TRADE SHOWS

1 - VINO BRASIL
September, 2003
New Trade Feiras
Rua Arthur de Almeida, 73
Vila Mariana
São Paulo - SP
Tel:(5511) 5572-1221
Fax: (5511) 5572-5335
e-mail: newtrade@newtrade.com.br
www.newtrade.com.br

2 - VINEXPAND
Rod. Raposo Tavares, Km 26 ½
São Paulo - SP
Tel.: (5511) 4613-3333
Fax: (5511) 4612-2179
e-mail: elaines@expand.com.br
www.expand.com.br

3 - VIVAVINHO
March, 2003
Rua Hugo Carotini, 445
Tel/Fax.(11) 3721-1950
Contact: Renata Carneiro
e-mail:comercial@marketpress.com.br
www.vivavinho.com.br

4 - ABRAS - The Brazilian Supermarket Association Show
Septemer, 2003
RioCentro
Rio de Janeiro

5 - APAS - The São Paulo State Supermarket Association Show
May 26- 29, 2003
ExpoCenter Norte
São Paulo - SP

10. USDA - Foreign Agricultural Service in Brazil

There are two FAS offices in Brazil:

The Agriculture Trade Office, in São Paulo is responsible for all market development activities in Brazil, and the Office of the Agricultural Affairs - OAA, located at the United States Embassy, in Brasilia, is responsible for assisting with imported product registration procedures and marketing activities in the Federal District. Addresses are as follows:

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Street Address

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Alameda Santos, 2224
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01418-200 São Paulo - SP
Brazil
Tel: (5511) 3082-3528
Fax: (5511) 3083-3575
e-mail:atobrazil@usdabrazil.org.br

APO Address:

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Unit 3502
APO AA 34030-3502

OAA Brasilia Office

Street Address

Embaixada dos Estados Unidos / FAS
SES - Av. das Nações, Quadra 801 Lote 3
70403-900 Brasília - D.F.
Brazil

Tel.: (5561) 312-7101
Fax: (5561) 312-7659
e-mail: AgBrasilia@usda.gov

APO Address

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Unit 3500
APO AA 34030