

# BRAZIL

## AN OVERVIEW

BRAZIL THE LARGEST COUNTRY IN LATIN AMERICA AND CONSIDERED THE FIFTH LARGEST WINE PRODUCER IN THE SOUTHERN HEMISPHERE HAS BEEN MAKING WINE SINCE THE BEGINNING OF ITS COLONIZATION BUT IT WAS THE ARRIVAL OF ITALIAN IMMIGRANTS STARTING IN 1875 THAT BROUGHT IMPORTANCE TO THE ACTIVITY. OVER THE PAST FIFTEEN YEARS THE BRAZILIAN WINE INDUSTRY HAS MADE A TREMENDOUS INVESTMENT IN TECHNOLOGICAL MODERNIZATIONS TO THEIR INDUSTRY.

WHILE BRAZIL HAS A RELATIVELY LARGE AMOUNTS OF VINEYARDS A LARGE PART OF THEM PRODUCE TABLE GRAPES AND ONLY SOME PRODUCE BRAZILIAN WINE. AS MUCH OF BRAZIL IS CLOSE TO THE EQUATOR TRADITIONAL RULES OF THUMB BRAND MOST OF THE COUNTRY UNSUITABLE FOR VITICULTURE DUE TO TOO MUCH HEAT AND HUMIDITY MOST OF THE WINE PRODUCTION OF BRAZIL IS CONCENTRATED IN THE SOUTH OF THE COUNTRY AWAY FROM THE EQUATOR IN THE STATE OF RIO GRANDE DO SUL WHICH IS CLOSE TO URUGUAY AND ARGENTINA. IN THAT AREA MANY OF THE VINEYARDS ARE ALSO LOCATED IN COOLER HIGH AND HILLY LOCATIONS TO A LARGE EXTENT IN SERRA GAUCHA REGION.



WHILE BETTER QUALITY WINES VINHO FINO ARE PRODUCED FROM THE EUROPEAN GRAPEVINE VITIS VINIFERA. IN 2003 ONLY SOME 5 000 HECTARES 12 000 ACRES OUT OF BRAZIL'S 68 000 HECTARES 170 000 ACRES WERE PLANTED WITH SUCH VINES THE REST IS AMERICAN VINES OR HYBRID VINES MANY OF WHICH ARE EASIER TO CULTIVATE UNDER BRAZILIAN GROWING CONDITIONS.

INNOVATION AND VINEYARD MANAGEMENT THE RESULT EXCELLENT QUALITY WINES RECOGNIZED WITH OVER TWO THOUSAND INTERNATIONAL WINE AWARDS.

BRAZILIAN EXPORTS WITHIN THE GRAPE AND WINE SECTOR TOTALED 155 70 MILLION US IN 2011 A 4 9 INCREASE OVER 2010.