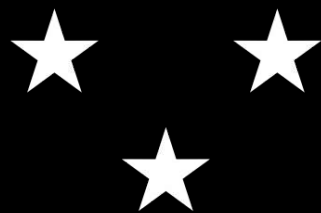


FAMIGLIA VALDUGA CO.

Luísa Valduga

Brand Ambassador

[luisa.valduga@famigliavalduga.com.br](mailto:luisa.valduga@famigliavalduga.com.br)



# FAMIGLIA VALDUGA CO.



# Wine in Brazil?

**1500** - Boating from Portugal to Brasil had more than 65 thousand liters of wine

Brás Cubas – first winemaker in 1532 with help from the natives.

**sec XVII** – Holland immigration | Northern agriculture

**1785** Economic Development of Brazil | Broke of Portugal

**1808 /1821** Scape of Royal Family to Brazil from Napoleon

**1824** First incentives to Imigrate to Brazil

# ... In America

Terre in Brasile per gli Italiani.

Navi in partenza tutte le settimane  
dal Porto di Genova.



Venite a costruire i vostri  
sogni con la famiglia.

Clima tropicale vito in abbondanza.  
Potete avere il vostro castello.  
Accessibili a tutti.



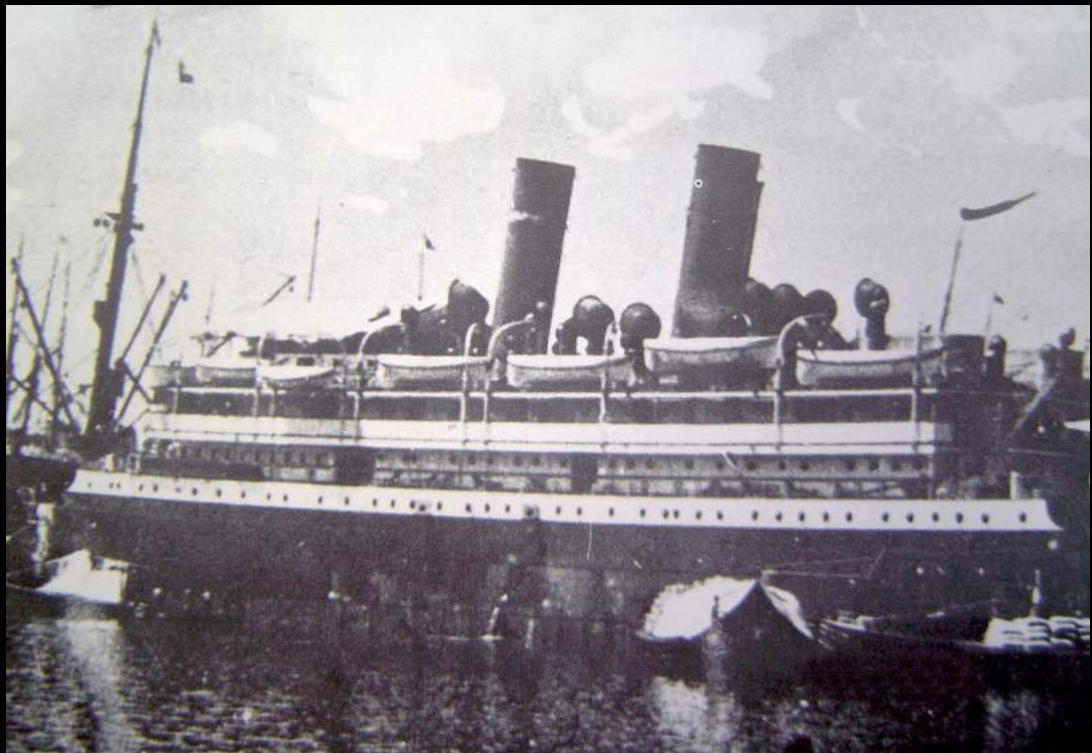


1875



# 1875

The first Valduga arrives in the south of Brazil





**ROVERETO  
TRENTO**

**VALE DOS  
VINHEDOS**







Luiz Valduga  
Maria Carraro Valduga

*“Instead of doing two bottles of wine, make only one. But do it well.”*

Luiz Valduga



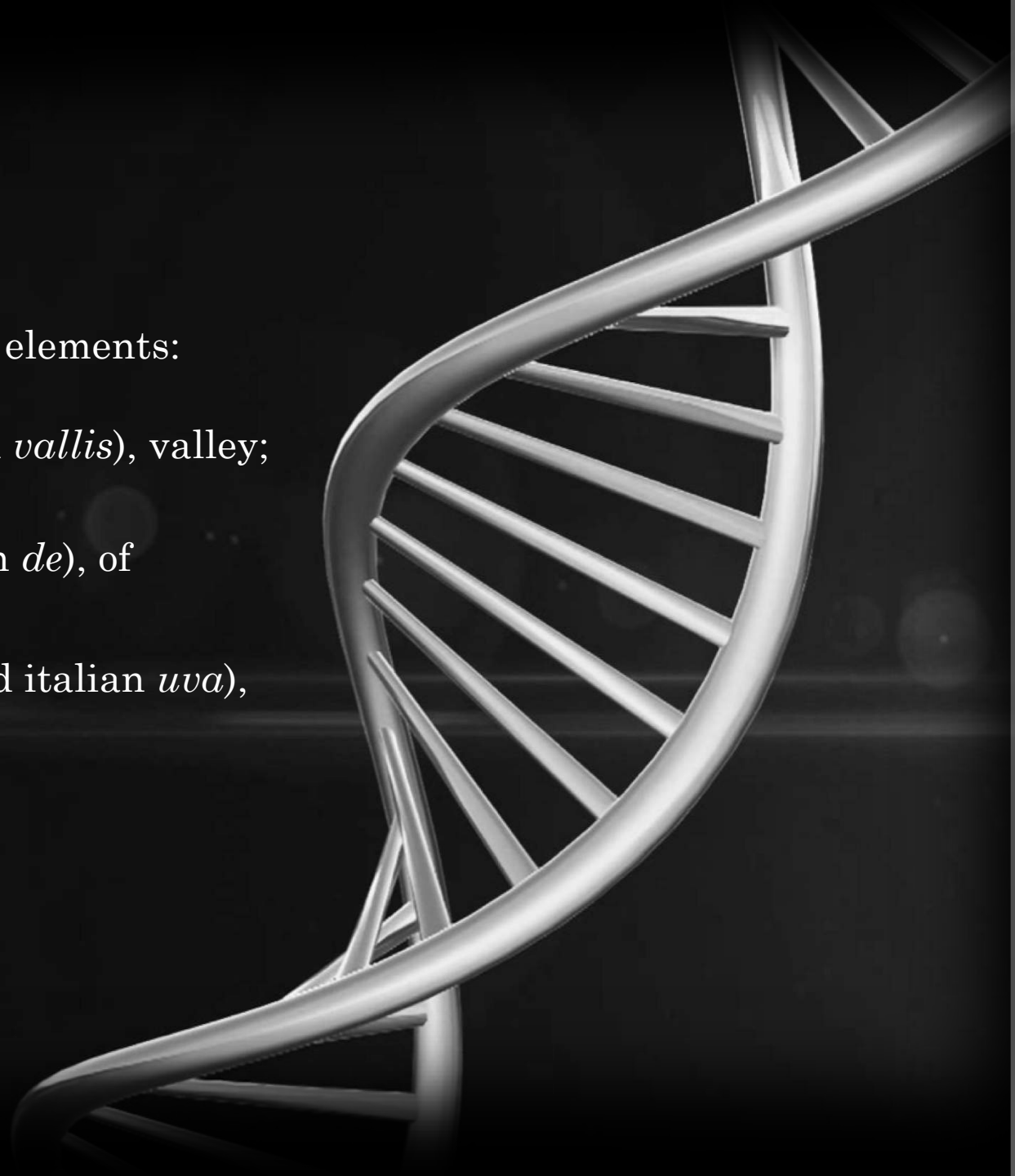
# VALDUGA

The denomination is composed by three elements:

**Val**, reduced form of *valle* ( from latin *vallis*), valley;

**De** from de preposition *di* (from latin *de*), of

The substantive **uga** (from latin and italian *uva*),  
grapes,





# 1973

4<sup>th</sup> and 5<sup>th</sup> generation  
LUIZ VALDUGA E FILHOS LTDA



1  
9  
7  
3





6<sup>th</sup> generation



technology

1  
9  
9  
0





FAMIGLIA VALDUGA CO.





# WINE TOURISM



1  
9  
9  
2



First wine complex of Brazil  
Restaurant  
Guest house

Wine experience  
Guided Visit  
Tasting room



FAMIGLIA VALDUGA CO.



# Maria Valdeuga



Historical place – the first vinification is now a restaurant  
Italian food – handmade pasta, fresh salad, roasted chicken  
Warm and comfortable place with a family environment





Over 10 kinds of pasta



Organic Salad

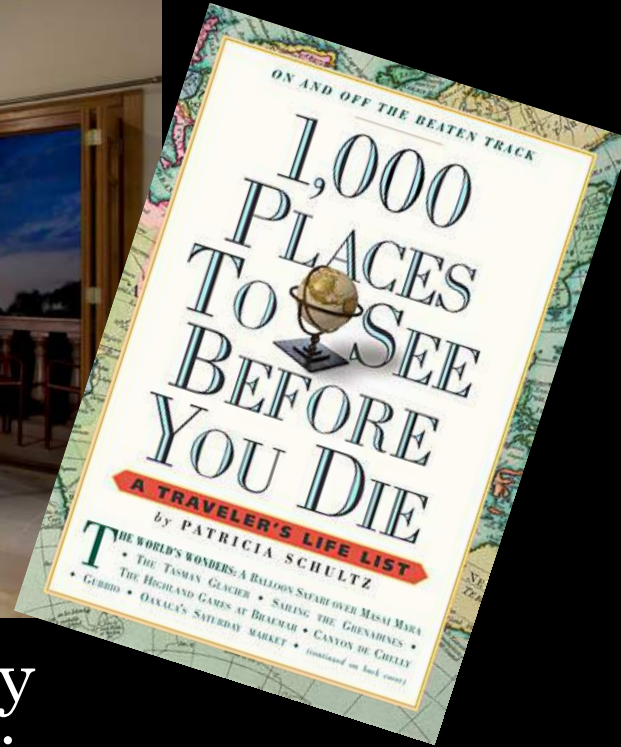




FAMIGLIA VALDUGA CO.







The only  
Brazilian winery



More than  
**200.000** people  
visited Casa  
Valduga only in  
2016



FAMIGLIA VALDUGA CO.



# TECHNOLOGY





During **90's** and **2000** Casa Valduga made big movements to improve the quality:

Hiring high qualified professionals.

High investments in machines and field technology.

Focus on simplicity with excellence.



# SPARKLING WINE

Casa Valduga took  
the  
decision to produce  
its sparkling wines  
exclusively using  
the traditional  
method





**High technology**  
applied on the  
production.

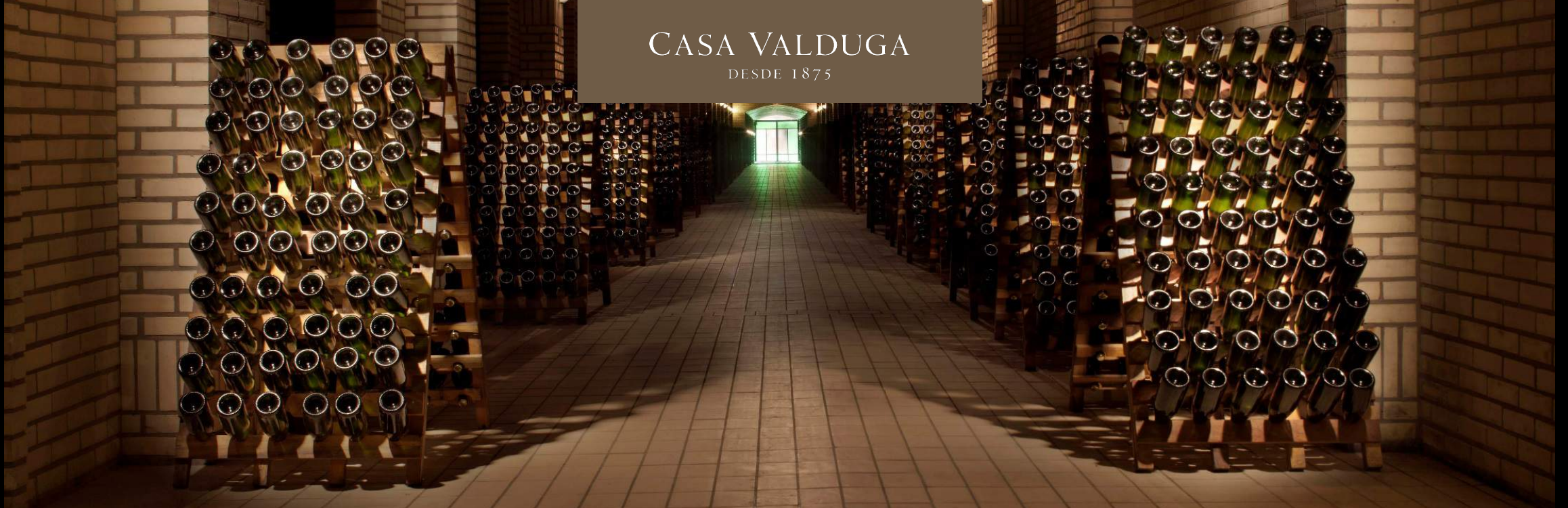
But never forgetting  
the **tradition.**





CASA VALDUGA

DESDE 1875



# SPARKLING WINE

different times of maturation

**12**

months  
arte tradicional



**25**

months  
reserva



**36**

months  
130 brut



**48**

months  
maria valduga



**60**

months  
gran







2010  
**CASA VALDUGA**  
*Méthode Traditionnelle*  
ARTE TRADIZIONAL  
12  
*Brut*

RESERVA  
**CASA VALDUGA**  
25  
25 MESES DE MATURACÃO EM CAVES  
**BRUT**  
2009

60  
GRAN RESERVA  
**CASA VALDUGA**  
*Méthode Traditionnelle*  
**EXTRA-BRUT**  
2006

  
CASA VALDUGA  
DESDE 1875

new world  
WINES  
with  
OLD  
w o r l d  
STYLE







# TERROIRS





- Hand picked grapes;
- Low environment impact treatments;
- Hand and 3D selection of grains;
- Climate and soil research to grape match;
- Hectares production limited to 7ton.
- Support to local families;
- Complete care to all workers;









Terroir  
LEOPOLDINA  
Vale dos vinhedos

start of the winery production  
first brazilian D.O.

29° SOUTH  
TEMPERATURE 12 °C – 22 °C  
Steep relief  
399m – 799m  
basaltic origin

main varieties produced by  
valduga family:  
chardonnay, merlot,  
pinot noir

STATE: RIO GRANDE DO SUL  
REGION: SERRA GAÚCHA  
CITY: BENTO GONÇALVES  
TERROIR: VALE DOS VINHEDOS



Terroir  
IDENTIDADE  
encruzilhada do sul

new wine region  
since 2002

30° SOUTH  
TEMPERATURE 11 °C – 20° C  
mild hills  
420m  
granite or sedimentary origin

main varieties produced by  
valduga family:  
Arinarnoa, Marselan,  
Gewurztraminer, Pinot Noir

STATE: RIO GRANDE DO SUL  
REGION: SERRA DO SUDESTE  
CITY: ENCRUZILHADA DO SUL





# Terroir Raízes Campanha

new wine region since 2008  
in the border of argentina/ uruguay

29° SOUTH - 31° SOUTH  
TEMPERATURE 12 °F – 24 °F  
mild hills  
210 m  
granite or sedimentary origin

main varieties produced by  
valduga family:  
cabernet sauvignon, cabernet franc, tannat,  
sauvignon blanc



STATE: RIO GRANDE DO SUL  
REGION: CAMPANHA  
CITY: URUGUAIANA



Underground cellar with climate and  
light control

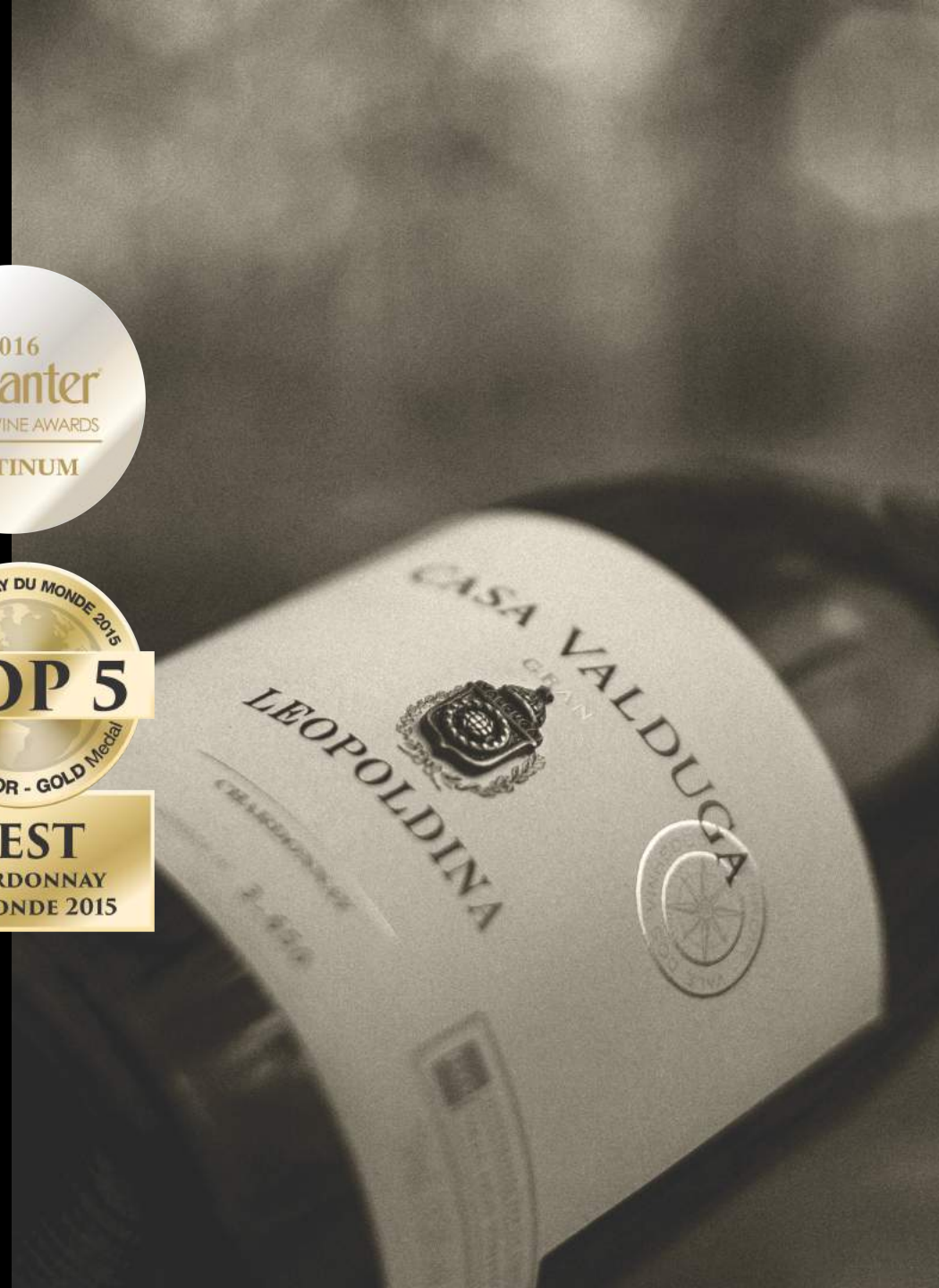
Build with basaltic rock, the natural  
rock of Vale dos Vinhedos

French and Romenian Oak Barrels





# World Wide Awards





export  
MARKET  
since 2004



# International Market Development

**2015 / 2016**

**20%**

Europe 70%

America 24%

Africa + Asia 6%

**2016 / 2017**

**50%**



CASA VALDUGA  
DESDE 1875

wine  
tasting







Luísa Valduga  
brand ambassador  
luisa.valduga@famigliavalduga.com.br  
Facebook /luisa.valduga  
Instagram @luvalduga

Elisa Walker  
export Coordinator  
export@famigliavalduga.com.br

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