

YABÁ'

CACHAÇA

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220926V

BRANDING & PRODUCT LINE

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YABA
CACHAÇA



CACHAÇA OURO
blend de madeiras
700ml
40% vol

destilado de cana-de-açúcar
PRODUTO NO BRASIL



REGISTRO NAPA
PR 000075-20000

NATAMAR CARVALHO
produtor

PRODUTO IMPORTADO
pelo produtor YABA





PROPOSIT, HISTORY & CONTEXT

Yabá's identity brings the cultural and historical heritage of colonial Brazil to the present day. Over the last 5 centuries, the local culture and unique identity has been built by the richness of ethnical miscegenation of the ancestor Natives, Europeans and Africans. Therefore, Arminda recount this ancestry idea in a contemporary way and tells about the **people and their stories**, many generations of "Armindas" immigrants, who has been involved in the economical Brazilian cycles of both coffee or sugar cane.

Thus, design had the challenge of reframing this history, highlighting in a modern light way. With focus on **premium products export**, Arminda offers contemporary tribute to "the best of Brazilian culture", with no stereotypes, showing off Brazil's best offering to the world. The group operates in 2 distinct businesses of premium beverage segment.

CACHAÇA · get in the spirit

Strictly handcrafted, **Yabá Cachaça** differs from industrials by several factors, starting with 100% organic raw material, where sugar cane is grown without the addition of fertilizers, pesticides or herbicides. Its packaging brings a logistic innovation, which allow to export in a sustainable and optimized way and as result, increasing profitability.

The perfect cultivation and unique care in the post-harvest stages guarantee truly selected products, which are transformed into different, delicious and well punctuated liquors spirits. The fragrance, aroma, flavor, body and harmony are perceived, making the tasting a sensorial moment.



CACHAÇA FAMILY



AGED | 350ml
6 years
wood maturation
Carvalho & Bálsamo



GOLD STORED | 750ml
1 to 3 years
wood maturation
Imburana



SILVER WHITE | 1000ml
up to 12 months
white wood maturation
Amendoim & Jequitibá



CONSCIOUS PRODUCTION

YABÁ Cachaça is an **organic handmade** and **ecological product**. With an annual production capacity of 255,000 liters per year, the distillery is always betting on excellent spirits to conquer the national and international markets.

Holder of more than 120 awards around the world, the **YABÁ Cachaça** produces the **traditional** "cachaça de alambique", which differs from industrial origin by starting with 100% organic sugar cane, that grows with no pesticides. Also use the handmade raw material preparation in the processes, which ensure the "*mosto*" high quality. The distillation takes place in copper stills of 600 liters of capacity, maturing the spirit into Brazilian special woods, full of flavors, as *Amendoim*, *Jequetibá*, *Freijó*, *Amburana* and *Bálsamo* and for the classic style connoisseurs, *Carvalho* (Oak).

The production uses solar energy as part of its operation. The initiative combined with other measures, make YABÁ's product totally sustainable. All the produced waste is used as compost, fertilizer or fuel for boiler heating. The product also has **Organic Certification**, which covers the entire 37-hectare property and MAPA enrollment, proofing the origin and quality by the Brazilian Government.

The certifications set classifies all official documents as legal exportable product to more than 25 foreign countries including USA and Canada in **NORTH AMERICA**, Germany, England, France, Italy, Turkey, Norway, Denmark and Sweden in **EUROPE**, and finally Japan and China in **ASIA**.



CLEVER USE OF SPACE INNOVATION

LOGISTIC INNOVATION · expressive gains on logistic chain

The main concept is to use the design process to create meaning innovation on logistics. Gain the maximum space on logistic's chain is the basic goal. The triangular neckless shape saves 42% on the volumetric space storage, which amplifies the efficiency during the logistics stage through the clever use of the space on stacking container's organization, land transport, storage and, consequently, saving resources as Carbon credits or the use of packaging material for both paper and bottle raw materials. **This innovation is under patent registration** (BR202021001166-7 / BR302021000275-2).



965ml



1000ml



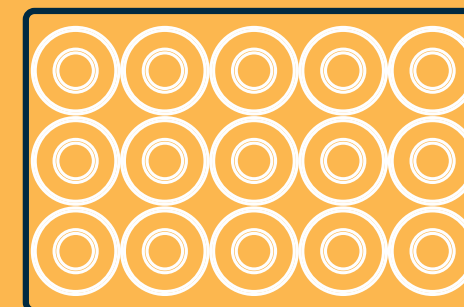
CONTAINER 20"

internal dimension 2.39x2.35x5.90m

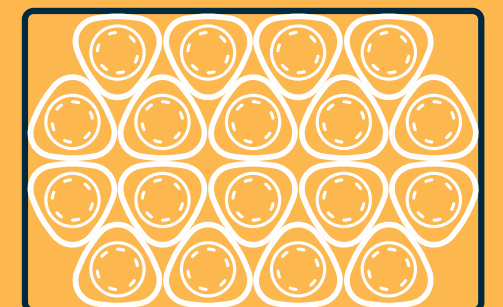
tradition: 672 boxes · 9.723L

Arminda: 768 boxes · 13.824L

save space: total gain 42%



TRADITIONAL · 15 bottles · 965 ml/un · total 14.4L



ARMINDA · 18 bottles · 1.000 ml/un · total 18L



BRANDING, POSITION & BUSINESS

YABÁ · a brand with purpose

We are looking to **stimulate the local economy**, sustainability, ethics, jobs creation, valuing the small producer. Always generating wealth and technological evolution, the business model brings benefits in **socioeconomic and sustainability** terms. The most striking is to recognize those who produce with precision in every detail and then proceed with **integral partnerships**, dealing with those producers, people who dedicate their lives to the production of the best coffee and cachaça.

YABÁ uses the **design's power approach** in benefit of the business strategy, adding purpose and value to the product, helping to increase the **product profitability**.

CULTURAL PROPERTY · selected raw material to the world

This **business model** aims to add value to typical Brazilian consumer products, which are produced with great criteria and quality. We do not provide the industrial production, we associate with the best producers to reveal the most incredible product attributes under the same brand and identity. This model aims to expand to other consumption categories in the near future, such as honey, paçoca, olive oils, other spirits and mixed drinks, typical spices and what else the mind could imagine.

HQ's LOCATION · strategic geographical position

YABÁ base position is located next to the producers and all the available inputs. The Headquarter is near to **southeast and south of Brazil**, with easy access to the international port and airports, ready to export in any direction.





SUSTAINABILITY

RAINFOREST ALLIANCE SEAL

The Rainforest Alliance Certified means positive environment world impact. The organization supports collective actions of farms and producers around the globe, checking and certifying the entire chain, from the farm to the market. Thus, it amplifies and reinforces the benefits of sustainable changes and their responsibilities regarding effects caused in their production.

ORGANIC BRASIL SEAL

Brazilian Organic Conformity Assessment System. Organized and structured by the Ministry of Agriculture, alongside the National Institute of Metrology and INMETRO certifies that the product has at least 95% organic ingredients in composition. The ingredients that make up the other 5% must be identified and within the rules of organic production - pesticides, for example, are prohibited in any way.

GLOBAL PACT SEAL

Arminda is a signatory to the Global Compact, reinforcing its commitment to contribute to the achievement of the global sustainability agenda. The Global Pact was launched in 2000 by United Nations, calling companies to align their strategies and operations to universal principles in areas of Human Rights, Labor, Environment and Anti-Corruption to develop actions that contribute to facing society's challenges. It is the largest corporate sustainability initiative in the world, containing around 14.000 members in 70 local networks.



SUSTAINABLE DEVELOPMENT GOALS • UNITED NATIONS

At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership, the company works in line with sustainable socio-environmental standards and also with quality certifications. Attesting to its concern to industrialize and commercialize high quality products, which respect and protect human beings and the environment.



Pacto Global
Rede Brasil



DESIGN AWARDS

Another important highlight is the investment in design, since its strategic conception in terms of business intelligence, through a complete visual brand language to connect the entire process inside the same DNA. Strategy, innovation, branding, logistics, packaging and brand communication following the same identity. This care for the brand has guaranteed recognition and design awards.

IF DESIGN AWARD

The world's oldest and most important design award, since 1954, certifies design excellence and innovative products. In 2021, the competition was intense, almost 10,000 entries were submitted from 52 countries in hopes of receiving the seal of quality.



A' DESIGN AWARD

A' Design Award and Competition is the world's influential design accolade, the highest achievement in innovation, conceptual ideas and future vision.

BRASIL DESIGN AWARD

BDA is the most influential design award in Brazil. It's the maximum validation of the most Brazilian product, certificated by the Brazilians.



NEXT STEPS

PROJECT POTENTIAL

In recent years, Brazil has become focus of the international market for products with sophisticated quality and strong cultural traits. YABÁ's strategic business model allows the real agile product development process, supporting this international request of Brazilian products. In that way, the Group is able to create and adapt any kind of product to an universal design, adding value proposition to raw materials, quality and finishing, in addition to softening the color chart, in order to escape the preconceived of Brazilian stereotypes.

NEXT STEPS in terms of Portfolio evolution:

- initiate the export process to gain volume and business structure;
- amplify the spirit portfolio (gin, rum, liquors, whisky, mixed drinks);
- amplify the coffee portfolio with new blends to brand ambassadors.

NEXT STEPS in terms of new products:

- using the bottle concept (honey, olive oil, liquors);
- using the drip technology (spices, drink formulas, tea).

NEXT STEPS in terms of innovation:

- YABÁ App (training, services, recipes and formulas and more);
- books, masterclasses and accessories.



CACHAÇA
EXTRA PREMIUM
RESERVA ESPECIAL



YABÁ'

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