



Brazilian Spirit Cuca Fresca Partners with Entertainment Icon, Snoop Dogg
Premium Artisanal Cachaça Launches National Campaign with Snoop Dogg
To Define What it Means to “Drink Different”

(FOR IMMEDIATE RELEASE, New York, NY) — Cuca Fresca, the premium artisanal Brazilian cachaça, is excited to announce their partnership with entertainment icon Snoop Dogg, in which he has become a shareholder. “Cuca Fresca” is a common Brazilian expression that means to “have a chill vibe” and with Snoop Dogg being the epitome of cool, the pairing between both the brand and entertainer was a natural fit.

Snoop first became enamored with Brazil while filming the video for his 2003 hit song “**Beautiful**,” with Pharrell Williams. While shooting in Rio de Janeiro, Snoop felt an immediate connection to the people and lifestyle of Brazil, falling in love with their signature cocktail, the Caipirinha. Throughout the “**Beautiful**” video, Snoop is shown enjoying Brazil’s ubiquitous cocktail.

Snoop’s love of Brazil, combined with his keen business sensibility and ability to identify future trends, caused him to take notice when he was introduced to Cuca Fresca Cachaça. Previously lumped under rum despite its different production and provenance, Cachaça was designated as its own spirits category in 2013 and is poised for explosive growth in the lead up to the 2016 Olympics in Brazil. With Snoop’s widespread appeal and trendsetting ability, he has amassed an unrivaled international fan base and has one of the largest social media followings worldwide. Snoop’s grand influence will continue to spread the word about the Cuca Fresca brand in the states and beyond.

“I’m excited to partner with the good people at Cuca Fresca,” said Snoop Dogg. “I have mad love for the Brazilian people and culture, and look forward to spreading the word about cachaça and the cool vibes of the country to the US.

“Snoop’s reputation for being on the cutting edge of what is cool combined with his dedicated fan base will help create world-wide brand awareness for Cuca Fresca,” explains Cuca Fresca CEO, Phoenix Kelly-Rappa. “We are thrilled to be entering into this unprecedented partnership and can’t wait to make Cuca Fresca, and cachaça, a household name.”

About Snoop Dogg:

An entertainment icon and with more than 20 years in the business, Snoop continues to pave the way in the hip-hop industry, serving as a mentor to many new and established artists. Being the trendsetter he is, Snoop stands at the forefront of popular culture with award-winning and multi-platinum albums and songs, critically acclaimed films and television shows, lifestyle products, philanthropic efforts and digital ventures, including his YouTube original series “GGN News.” Snoop defines entertainment history.

About Cuca Fresca:

Cuca Fresca is the first and only line of premium, artisanal cachaças. Founded in 2006 by a family with decades of cachaça-making experience, Cuca Fresca is one of the leading cachaça brands in the country and has won several of the industry's top honors, including a Double Gold Medal from the San Francisco World Spirits Competition. Currently, Cuca Fresca is the only cachaça with a ready-to-drink Caipirinha cocktail on the market.

SRP: Cuca Fresca Prata - \$19.99, Cuca Fresca Oro - \$23.99, Cuca Caipirinha: \$12.99

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