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Brazilian punters called ‘Hello, My name is Zé’, in the coming months.

One of the main challenges premium players like BrewDog face is determining an acceptable price for their products. “Brazil imposes high taxes on imported products so trying to reach an attractive price point – especially versus domestic beer – can be a challenge,” explains Cutler.

His advice to companies looking to export to Brazil, is to find the right import partner. “It is important to have confidence in the people who look after your sales day in, day out, when you can only visit the market once or twice a year,” says Cutler.

It’s a view echoed by a spokesman for Fuller’s: “Be patient, don’t expect immediate or indeed large amounts of business and be prepared for often long, tedious bureaucracy and form filling. There are opportunities, but they are limited at present.”

Image problem

Henry Chevallier Guild, an eighth generation cider maker at Aspall, which markets its cider and vinegar brands in Brazil, has another issue to overcome: the downmarket image cider has in Brazil. As a result, Aspall has struggled to achieve the price positioning a premium brand requires, he says. “Brazilians tend to shun cider purely from an image perspective and, until that perception is broken, cider will be a bit-part drinks player, regardless of where it is made,” he says.

Whatever product food and drink companies are peddling, OC&C’s Wada believes the World Cup will aid sales. He says the tournament is being seen by all Brazilian retailers – not just the big supermarkets – as a huge marketing opportunity, with beverage companies expected to be one of the main beneficiaries. Wada also predicts this growth trend will be sustained through to the Rio Olympics in 2016.

But not everyone is getting swept along in the excitement. “After a decade of growth and wealth distribution, the country is facing a slowdown and economic analysts have given a pessimistic outlook for the future,” says Calliari. “The World Cup has not been able to reverse that, as public opinion has significantly turned against the event, and FIFA, due to the perception of corruption and little positive legacy.”

Hopefully, if Brazil wins the upcoming tournament, that may all change. Following the nation’s triumph in the 1970 World Cup Brazil enjoyed a 12-year economic boom. GDP also grew significantly in the wake of Brazil winning the 1994 World Cup in the USA and the 2002 tournament in Japan. As a result, grocery suppliers and retailers alike will no doubt be praying the nation triumphs once more in 2014. ●

There are enormous regional differences in terms of taste and cuisine, but the iconic food and drinks of Brazil are...



● **Cachaça:** Is the national spirit made from fermented sugar cane juice. It differs from rum, which is made from sugar cane molasses. It’s most famously drunk in Brazil’s national cocktail, the Caipirinha, made with limes, sugar, ice and cachaca. The spirit is also used in caipiroska instead of vodka and a caipirissima instead of rum. There are a huge number of producers with brands such as Velho Barreiro, Sagatiba and 51 being the most popular. It is the third most consumed spirit in the world, but only a tiny amount (1%) is exported.



● **Churrasco:** Churrasco is the Brazilian term for barbeque. Cooked in a churrascaria – a barbeque house – the meat is served ‘rodizio’ style (on long skewers). The tender, charred strips of meat are usually made up of a combination of beef cuts, including picanha, along with a generous selection of pork, lamb, poultry and sausages. The ‘passadores’ (waiters) move from table to table bringing different types of meats on skewers to the customer and carve the meat directly onto the plate. It is usually accompanied by a buffet.



● **Feijoada:** This mouth-watering combination of delicious savoury ingredients is perhaps the most traditional and popular Brazilian dish of them all. It originated in the north east of the country, but is eaten throughout Brazil. Although there are lots of variations on the recipe it always includes beans, smoked sausage, salt pork, salted pork ribs, smoked pork breast, beef and dried meat. The dish is a regular lunch party dish and can take up to 24 hours to prepare. It is often served with kale or greens and rice or farofa.



● **Salgadinhos:** This is a generic terms for hand-held snacks. While always flour-based many varieties of flour are used, including corn, cassava and potato, and the resulting pastry is unlike what we are used to in the UK. Traditionally served as party or street food, the snacks are either deep fried or oven baked. The most popular are coxinha made from chicken; pastel, which are a hearty affair made with chicken, meat, ham or cheese; risolio made from chicken or corn; empadinha and esfirra made of tomato, meat and spices.



● **Pao de Queijo:** This cheese bread is the most popular snack across Brazil. A quick cafezinho with pao de queijo (which translates as coffee with cheese bread) is part of everyday life for Brazilians, especially in Minas Gerais, where the snack first originated. Made with cassava flour (tapioca flour), the ground root of the manioc plant and the Brazilian cheese queijo minas (similar to an English Wensleydale), the cheese bread can be easily made at home from scratch or a packet mix and is often cooked from frozen.