

# MOMENTS | MACIEIRA

things happen when they happen



THE SPIRIT  
OF PORTUGAL

## HISTORY

In 1865, José Maria Macieira created his company with the purpose of selling olive oils, vinegars, wine and spirits. Twenty years later the company started its own production and introduced **MACIEIRA** "cognac", as it was then known, to the market.

The idea to produce it, in Portugal, came from the Commander and Knight of the Legion of Honour of France, José Guilherme Macieira, son of the founder, after he studied winemaking in the French region of Cognac, famous for the production of this type of brandy and covered by the protected designation of origin. The success of **MACIEIRA** "cognac", as it then became known in Portugal, was immediate. As early as the nineteenth century, in 1892, King D. Carlos I granted him the title of Supplier to the Royal Household.



King D. Carlos I

In the early twentieth century, the brand participated in several international competitions and was highlighted at the Paris Universal Exhibition in 1900, at the Exhibition to Celebrate the opening of the Panama Canal in 1915 and several others where it received different distinctions.



1915 Panama-Pacific International Exposition diploma

Its quality and reputation won over true connoisseurs in Portugal, like Fernando Pessoa, who became loyal to the brand.



Painting of Fernando Pessoa - Macieira



Also beyond Portugal, the quality of **MACIEIRA "5 STAR"** has been recognized: the brand was selected to replenish stocks of cognac destroyed during the Second World War.

More than 125 years after its launch, **MACIEIRA "5 STAR"** remains the trusted and preferred brand of the Portuguese people and some from beyond Portugal. The unaltered formula, which distinguishes it and has made it the market leader in Portugal is also appreciated in about 30 countries on five continents where **MACIEIRA "5 STAR"** is currently exported to.

## RAW MATERIALS

**MACIEIRA "5 STAR"** is the result of the distillation of wines from selected Portuguese grapes. The brandy is blended with aged fortified wine.

## COLOUR

**MACIEIRA "5 STAR"** is easily distinguished from competitor brandies. It has a golden-brown colour, marked with green and orange hues. Its aspect is clear and bright.

## NOSE

Delicately complex and typical - characteristic of wines that are distilled. The use of "vinho abafado" gives subtle notes of anise and coriander.

## PALATE

Smooth, rich and well structured, with subtle tannins. The different flavours, vanilla, apricot, peach and honey are perfectly married with the discreet presence of chestnut sap.

## BODY

Lightly fragrant. Results from the combination of wine and "vinho abafado" distillate added through a method of blending and aging that uses only small oak and chestnut Portuguese casks.



Macieira cellars

## PREPARATION

Keeping to the original production process for over 125 years, it is produced from the best Portuguese grapes and carefully selected basic ingredients.

**MACIEIRA "5 STAR"** has a distinct colour, aroma, palate and body that makes it unique and preferred by connoisseurs, loyal in Portugal and in about 30 countries on five continents to where it is exported.

## EXCLUSIVE

It is produced in the heart of Estremadura, whose wine culture goes back to Roman times.

The climate, strongly influenced by the breezes of the Atlantic, and by the rain, is temperate, giving origin to the red wine casts of Trincadeira, Touriga Nacional and Touriga Franca, aromatic, elegant, rich in tannins with medium body and striking acidity, and whites, Arinto and Fernão Pires, fresh, light, citrus with firm acidity. The careful distillation of these wines results in a high quality brandy.



Vineyard detail

## AUTHENTIC

**MACIEIRA "5 STAR"** is uncompromising when it comes to the quality that its customers are accustomed to.

The most modern and innovative quality control techniques are employed in order to ensure the original characteristics of the product, ensuring the loyalty of consumers who, on a daily basis, enjoy **MACIEIRA "5 STAR"**.

We add pure, crystalline and demineralised water to the brandy that results from the distillation, adhering to a highly demanding process that provides the highest quality product which is then carefully aged. This is followed by filtration and bottling, in the traditional Portuguese bottle, of single format, unforgettable and transparent, showing and dignifying the unique characteristics of **MACIEIRA "5 STAR"**.

## MATURE

It fulfils the requirements of the International Classification of Brandy and undergoes frequent and regular quality control checks by internal specialists and by external auditors and Tasters.

All basic ingredients, quality parameters and production stages are audited internally and externally, with regularity, in accordance with European quality standard "ISO 9001-2000".

## VERSATILE

Pursuant to the legislation in force in the intended markets, ensuring uniformity of quality standard, **MACIEIRA "5 STAR"** can be produced with 36°, 40° or 43° alcohol.

The bottling uses bottles of 1.0 Lt, 0.75 Lt, Lt 0.70, 0.20 Lt or 0.05 Lt.

## PHILOSOPHY

**MACIEIRA "5 STAR"** represents the "spirit" of Portugal, a testament to the culture, and to the best of Portuguese flavours. It is the first, most original and unique brand of Portuguese brandy.

Since 1885 it has been a favourite of the Portuguese people and the one that best represents Portugal and everything that this country has to offer - simplicity, true friendship and openness of spirit. The one thing that has led and continues to lead to new generations of consumers to the timeless taste: the true taste of quality brandy. The best flavour. It was born, inspired by the world's most prestigious brandy, was selected for the Portuguese Court, was included in Portugal's pavilions in the most prestigious universal expositions, replaced Cognac, was the preferred brand of Fernando Pessoa and is mentioned in the writings of Jorge Amado.

**MACIEIRA "5 STAR"** challenges consumers to revive the values of their origins and Portuguese nationality with renewed vigour and pride. It is a brand that never sits back, in constant renewal and modernization.

## PACKAGING

**MACIEIRA** "5 STAR" retains the original bottle, also used originally by the most prestigious French brandy producers. The labelling, the distinctive elements that make the brand unique; its colour scheme - the combination of gold and white on a black background - has become synonymous with the category.

Fulfilling its own philosophy **MACIEIRA** "5 STAR" has periodically updated its image using the most recognized and expert international studios of packaging design. The decorative elements are always kept modern and attractive.

The longevity of **MACIEIRA** "5 STAR" is illustrated by the presence of the arms of the monarchy, the scheme in force at the time of its launch, and by the symbol of the Republic, representing the present day.

## CONSUMPTION

**MACIEIRA** "5 STAR" forms part of the daily life of those who ask by brand and appreciate the traditional balloon glass, served at room temperature as a digestive or to accompany coffee.



Always faithful to its origins, Macieira updates itself and evolves with the times. Traditionally enjoyed at room temperature as a digestive in a snifter, it can also delight more informally: Macieira can be appreciated neat with ice in a tumbler or mixed with other spirits or soft drinks in a highball. Macieira is versatile enough and offers unique moments, filled with emotions.



### MACIEIRINHA

Macieira + lime + sugar + ice



### EXOTIC

Macieira + pineapple juice + ice



### TROPICAL

Macieira + passion fruit juice + ice



### LIBERTY

Macieira + cola + ice