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Report Name: The United States and Brazil Cheer 200 Years of Friendship with Bicentennial Beer

Country: Brazil

Post: Sao Paulo ATO

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Report Highlights:

In celebration of 200 years of diplomatic relations between Brazil and the United States, the U.S. Embassy and Consulates in Brazil launched the “Bicentennial Beer”. Made by a Brazilian brewery and using 100% U.S. hops, this beer is a mouthwatering blend of both countries’ unique flavors. It harmonizes the pine-scented Coast hops with an infusion of cambuci (cahm-boo-chee), a fruit native to Brazil’s Atlantic Forest, adding notes of sweet citrus. This winning recipe was created by Tábuas Brewery, from Campinas, Sao Paulo, which took first place in a competition held by USA HOPS and the United States Department of Agriculture (USDA). The Bicentennial Beer was launched at an event in Sao Paulo on May 20th, 2024 and is available at the brewery as well as special events.

Bicentennial Beer: A Symbol of Partnership

The Bicentennial Beer was created as a celebratory symbol of the partnership, compatibility, and mutual interests between the United States and Brazil, in honor of 2024 marking the 200th year of official diplomatic relations. Both countries are agricultural powerhouses, together feeding a quarter of the world's population, and both share a love for beer. After China, the United States and Brazil are the second and third top beer-consuming countries in the world, respectively.

In the 1960s, U.S. consumers started taking an interest in craft beer which increased homebrewing beer in the 1970s, and later, the rise of microbreweries in the 1990s. Brazilians, meanwhile, have traditionally preferred to drink light, low-alcohol lagers (see ATO Sao Paulo [Beer Marketing Report](#)). However, following global trends, Brazilian consumers have become more “experimental” in recent years as people look for new beer styles. This has created a variety of opportunities for premium and craft beers, especially among Millennials and Gen-Z.

The market for craft and premium beers in Brazil has been growing rapidly. Not only are craft breweries investing in new varieties of beers, but also companies are heavily investing in the production and development of new beer styles. To cater to this consumer trend, supermarkets are increasingly adapting their store layouts to offer a wide variety of craft and premium beers, both imported or made domestically.

Despite recent economic struggles, many new craft beer breweries have opened in the last decade in Brazil, offering alternatives to the mass-produced brands. The craft beer market in Brazil is strongly inspired by the U.S. craft beer market with several breweries focusing heavily on hop-centric beers, such as IPA.



The design of the can, with a bald eagle as well as a tropical sunset, highlights iconic imagery of the United States and Brazil

Hops Demand Boom- a Golden Opportunity for U.S. Growers

Special ingredients like hops give craft beers their unique signature. Due to its tropical weather conditions, Brazil does not grow enough hops to supply the beer industry. With only a few hop growers in the country, Brazil is highly dependent on imports of ingredients such as hops and malt. Germany and the United States are the largest exporters of hops to Brazil.

Brewers in Brazil see the United States capable of supplying high-quality hops and other ingredients for beer production. USA Hops already have good penetration in domestic craft breweries, such as the production of the American style of Indian Pale Ale (IPA), American Lager, and others. In addition to that, the American craft beer market is an inspiration to Brazilian brewers and beer consumers. Players in the segment look in the U.S. craft beer industry for innovation and trends.

For Brazilian consumers, U.S. beers are synonymous with quality. According to the craft beer industry, even breweries highly influenced by European traditions, have an American IPA on their portfolio due to the high demand among Brazilian consumers.



Sao Paulo Consul General, Mr. David Hodge, tasting the Bicentennial Beer at the pre-launch event.

A Winning Recipe and the Creation of the Bicentennial Beer

Tábuas Brewery from Campinas, São Paulo, was the winner of the contest organized by USA HOPS, a commercial organization that promotes the American hops industry, in collaboration with the United States Department of Agriculture (USDA) and the U.S. Embassy and Consulates in Brazil, to choose the beer that will celebrate the 200 years of diplomatic relations between Brazil and the United States.



Tábuas brewer with the winning recipe

The contest evaluated, among other aspects, the brewery's ability to translate the relationship between the two countries into a new, exclusive recipe. Tábuas was one of the ten Brazilian breweries to participate in the "Bicentennial Beer" contest and received 40kg of American hops from USA HOPS for the development and production of the beer.

The West Coast Pilsner beer features 100% U.S. hops, corn flakes, and cambuci, a native fruit of the Atlantic Forest. It is a light, dry, and refreshing beer with a citrusy and floral flavor. The cambuci fruit was supplied by the AUÁ Institute, a non-profit organization that supports small producers in the Atlantic Forest and promotes reforestation in the area, which is affected by climate change, deforestation, and human exploitation.

The pre-launch of this celebratory beer took place at Anuga Select Brazil, a USDA-endorsed food and beverage fair in São Paulo from April 9 to 11. The official launch took place on May 20th at Emporio Alto de Pinheiros. The beer is currently being sold in a few stores around Sao Paulo state and also at the Tabuas website, where it can be shipped to the entire country.



Mr. Benjamin Wohlauer, Deputy principal officer, officially launching the Bicentennial Beer

This beer has been featured at a variety of high-profile events, including the U.S. Mission to Brazil Fourth of July celebrations and business networking receptions, to reinforce its symbolic significance. The beer will also be used at a tailgate-themed trade promotion event organized by Post to celebrate the first NFL game in country, with expected guests from the government and food industry. This diverse promotion strategy ensures the Bicentennial Beer reaches a broad and varied audience, celebrating the rich history between Brazil and the United States.



Bicentennial Beer promoted at the 4th of July party in the U.S. Consulate in Sao Paulo.

The U.S.-Brazil Bicentennial:

200 years of history: “Two great friends, one brilliant future”

On May 26, 1824, U.S. President James Monroe received a visit from Brazilian Chargé d’Affaires José Silvestre Rebello in Washington, D.C. With this welcome, the United States became the second country to recognize Brazil’s independence from Portugal (after Argentina, in 1823) and officially established diplomatic relations. This meeting marked the beginning of the strong political, economic, and cultural ties that the United States and Brazil enjoy today.

Starting in the mid-1800’s, trade and commerce between Brazil and the United States began to flourish, with Brazilian coffee exports becoming essential to U.S. markets. This growing interest led U.S. investors and merchants to establish business in Brazil. In the 21st century the bilateral partnership continues to evolve, with expanding economic and trade relations, technological exchanges, cooperation on energy and the environment, and the renewal of significant bilateral dialogues like the Brazil-U.S. Partnership for Workers’ Rights by Presidents Lula and Biden.

In 2024, the United States and Brazil celebrate the 200th anniversary of diplomatic relations. To commemorate this significant milestone, the countries are hosting a series of joint initiatives, seminars, exchange programs, and cultural events to highlight mutual commitment to diversity, democracy, human rights, food security, and the preservation of the environment.

The U.S. Embassy and Consulates in Brazil are organizing events around the following themes:

- Shared heritage
- Empowering people
- Caring for our planet
- Caring for our people
- Feeding the world together
- Fostering prosperity for all
- Partnering for the future



Craft Beer in Brazil:

The number of beer-producing establishments registered in Brazil reached 1,847 in 2023, marking a 6.8% increase from the previous year, according to the Annual Beer Report by the Ministry of Agriculture and Livestock (MAPA). São Paulo leads with 410 establishments, followed by Rio Grande do Sul (335), Minas Gerais (235), Santa Catarina (225), and Paraná (171). The Southeast region has the most producers, totaling 856 establishments, while São Paulo city has the highest number of registered breweries with 61.

According to MAPA's report, when it comes to production, the total volume of beer production declared reached 15.36 billion liters. The Southeast region accounted for the largest share, producing 53.4 percent of the national total. The North region was the only one not to surpass the 1 billion liters mark. Additionally, the number of registered beer products increased by 6.6% from 2022, totaling 45,648 beers, with an average of 24.7 product registrations per establishment.

About USAHops:

Hop Growers of America (HGA) is a commercial organization that strives to cultivate resilience in the American hops industry by facilitating collaboration between growers, traders, and brewers, and by empowering growers with research, policy, and marketing tools to remain stewards and leaders of their lands and communities, internationally recognized.

About Tábuas Brewery:

Founded in 2016, Tábuas Brewery is native to Barão Geraldo, a district of Campinas, and currently has three bars in the region: the main unit in Barão Geraldo, one in Cambuí, and another in Valinhos/SP. Producer of more than 200 labels, some of them awarded in competitions such as the Brazilian Beer Competition and the Brazil Beer Cup, Tábuas aims to develop and spread the culture of craft beer in the city. It is part of the Craft Beer Hub of the Metropolitan Region of Campinas.

Attachments:

No Attachments.