

# Blue Caterpillar x The Folclore Company sign new agreement



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[BLUE CATERPILLAR](#), LLC (BC) has announced a new partnership with The Folclore Company.

In this new agreement between BC and The Folclore Company, BC will add two luxury brands, *D.M. Wines* and *Cãna Cachaça*, to its portfolio. Individually, and in their own categories, both names aim to bring the indulgence and joy of Brazilian flavors to the world of travel retail.

*D.M. Wines*: Your Casual Brazilian Sparkling Wine, with a Brut and a Rosé are both made in the traditional champenoise method with a Brazilian touch. *D.M.* is sparkling wine that is casual and easy to drink. Each sip offers the beauty, culture, and expression that is the best of old and new world wine-making.

*Cãna Cachaça* is one of the oldest spirits in the world and has been bringing friends and communities together since the 16th century. Pure cachaça is made from freshly-pressed sugar cane juice, fermented, and distilled using natural methods. *Cãna* is a blend of three unique cachaças, sourced from different regions of Brazil, each teeming with its own culture and traditions—a perfect synergy.

“BC is proud and humbled to be a part of The Folclore Company and its portfolio of brands and their journey to continue its remarkable growth trajectory on key strategic markets around the globe. Domestically in the U.S., the brands continue to amaze consumers with its finesse and high-end touch.”

Nick [Walker] is one of these founders with an incredible eye for innovation and luxury. Since day one<sub>2</sub>

we felt it was like a marriage made in heaven and we are very excited to bring D.M and Cãna into the global travel retail channel, as well as some strategic domestic markets in the Americas. With the support of our key strategic retailers, we are confident the future is really bright” comments Michael Gebrael, Co-Founder & CEO, BLUE CATERPILLAR, LLC.

Dedicated to unlocking value for its brands partners and retail customers, BC continues to focus on its scalable technology solutions, transparency, category management approach, and extensive associate training to enable brands with the opportunity to really tell their stories to the end consumer at the point of sale.

“When we decided to produce a vintage Brazilian sparkling wine, we wanted it to be as versatile as our country and fresh enough to enjoy any time of the day. That’s casual for us.

“When making Cãna, our goal is to introduce the world to cachaça in the most natural way. When distilling, we repeat the process three times to ensure a balanced and refined taste. After it's processed, we add pure spring water from the nature reserves on our farm. Finally, we filter our cachaça through coconut husk charcoal to remove impurities and to add freshness in aroma and smoothness in taste.” says Nick Walker, Founder & CEO, The Folclore Company.