



COMPANY



Fazenda Vale do Pupunha was born 20 years ago, when José Osmar de Araújo and Ana Maria Meneghello de Araújo, their daughter Gabi Rodrigues and son-in-law Fábio-in-law, Fábio Braga, bet on the Vale do Ribeira region and decided to plant the first pupunha palm seedlings in Iporanga/SP, in an area of 180 hectares, in the heart of the Atlantic Forest.



As well as producing and selling fresh and preserved hearts of palm under the Vale do Pupunha brand, Gabi and Fábio have managed to bring together agriculture, gastronomy and tourism in an innovative way in Palmitolândia. Visitors can get up close and personal with palm heart production and regional cuisine, all surrounded by the immeasurable beauty of the Atlantic Forest.



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PRODUCTS



Today we produce two versions of this liquid white gold: Sweet Pupunha Lager and Juçara Fruit Beer, both made with Pupunha palm jam, malt, hops and yeast. The difference between Pupunha beer and Juçara beer is that the latter uses Juçara palm pulp in the recipe, which gives the liquid a pinkish color and a fruity taste.

With an industrial kitchen built in the heart of the Atlantic Forest amidst 100,000 trees

of Pupunha palm hearts, Palmitolândia now has an exclusive collection of signature sweet and savory recipes, all based on hearts of palm! Among the palm innovations are the Pupunha and Juçara palm heart juices. The first is made with palm heart cream and lemon and the second version is made with Juçara pulp and passion fruit. Tasting amazing and extremely refreshing, these juices are rich in vitamins and minerals, as well as being a powerful and invigorating natural energy drink!

**Malt
beer**

NCM 2203.00.00

**palm heart
juices**

NCM 2009.89.13

DETAILS ON PRODUCTION CAPACITY, SEASONALITY AND OTHER CHARACTERISTICS:



Palmitolândia has 100,000 Pupunha palm trees, which allows us to maintain constant beer production throughout the year. Our current production capacity is 1,200 cans of beer per week, which can be increased according to demand. And large orders are usually fulfilled within 30 days.



PALMITOLÂNDIA
 City: Iporanga
 State: São Paulo
 Brazil

