



Tradition does not change, it just refreshes itself.

History

In 1865, José Guilherme MACIEIRA founded a company to deal in wines, spirits, olive oil and vinegar. Twenty years later, the company began producing MACIEIRA.

After studying enology in France and spending some time in the Cognac region, the son of the founder, José Maria MACIEIRA, came up with the idea of producing Cognac in Portugal. He met with immediate success.

In the early 20th century, MACIEIRA was exhibited at various Fairs, such as the Universal Exhibition of Paris in 1900, the South African Industrial Exhibition in 1904, the Commemorative Exhibition for the Inauguration of the Panama Canal in 1915 and many others. MACIEIRA won major awards. Its fame spread across frontiers and it became known as a synonym of quality.

After World War II, MACIEIRA was chosen to replace the Cognac stocks destroyed during the conflict.

One hundred and twenty years after its launch, MACIEIRA is still the favourite brand of the Portuguese. MACIEIRA is the market leader and is distributed in more than 29 countries throughout the world.

Tasting Notes

MACIEIRA is a wine-based spirit distilled from selected grapes using a traditional local method.

Colour

Golden brown, slightly deeper than whisky, the result of contact with, and ageing in, small French oak casks.

Aroma

Delicately complex and normally slightly fruity – characteristic of distilled wines. The use of fortified wine confers touches of anis and coriander.

Bouquet

Soft, rich and well structured. Fine touches in perfect harmony with vanilla, apricot, peach, honey and anis. The harmony of the different palates combines perfectly with the discreet presence of sap oak.

Body

Slightly liquorish; the result of a combination of carefully distilled selected wines and the ageing process.



Production process

Produced from the best Portuguese grapes, MACIEIRA has a unique aroma and taste, thanks to the hundred-year-old production process. MACIEIRA contains an alcohol level of 36°, 40° or 43° and is produced using ageing brandies for a period of at least six months.

Exclusive | MACIEIRA is a brandy combining white wine spirit, distilled in copper in a continuous process (which is also used for Port Wine), with the best sweet fortified wine. MACIEIRA is produced by the sea in the Mediterranean-like area of Bombaral, in the heart of the Estremadura wine region. Only carefully selected raw materials are used, such as the fresh white wine spirit resulting from the distillation of Arinto, Periquita, Trincadeira and Fernão Pires Portuguese grapes.

Authentic | MACIEIRA's subtle flavor results from the original recipe which has remained unchanged since the beginning. Its golden brown colour is the result of contact with, and ageing in, small French oak casks and Portuguese chestnut-trees.

MACIEIRA is manufactured by specialists who apply the most innovative techniques to maintain the highest standards of quality in order to avoid any customer disappointment.

The aged product is adapted to each market by adding crystal clear demineralised water in a carefully controlled process. The ageing process is followed by filtration and, finally, MACIEIRA is bottled into traditional, unique and unforgettable transparent bottles, to highlight the full characteristics of the product.

Trustworthy | Faithful to its principles, MACIEIRA is always learning to evolve along with and as the spirit of the time to further respond to increasingly demanding consumer expectations, and adapt itself in order to remain both attractive and modern in the competitive international market.

MACIEIRA is proud of its Portuguese ancestry and the close friendly, informal ties it has with its customers.

Mature | MACIEIRA rigorously follows the International Brandy Classification system, and monitors this through regular checking which is certified by a prestigious chamber of official oenologists. All of its production phases are certified and quality control ensured by the European 9001-2000 Regulatory Norm for quality control throughout each stage.

Versatile | Depending on the export markets, MACIEIRA is sold at 36°, 40° or 43°, in bottles of 1.0L, 75cl, 70cl, 37.5cl, 20cl or 5cl.

Macieira philosophy

MACIEIRA is the soul of Portugal, a testimony to national culture and tastes. It has been the primary original Portuguese brandy since 1885. It represents the best of Portugal. The brandy which now brings its original taste to a new generation of consumers: the real taste of a brandy of quality. The best taste. It has been the preferred drink of Fernando Pessoa and often quoted in Jorge Amado's books. Singular and constantly experiencing renovation and modernisation, MACIEIRA challenges the consumer to experience its Portuguese nature with force and pride. MACIEIRA is a 5 stars brand. MACIEIRA is a spirit which represents contemporary the Portuguese tradition.

Packaging | Keeping the original bottle and the category's codes in which it competes and wants to differentiate itself, MACIEIRA refreshes its image thanks to international study in packaging design. The packaging stays modern and attractive: the main elements combine gold and white colour in a black shiny background which highlight the brand. MACIEIRA's longevity is illustrated by the official Portuguese coat-of-arms used at the time the brand was launched (during the Monarchy) and of today (the Portuguese Republic) representing the origin, the tradition and heritage of MACIEIRA.

Macieira moments | Image updating, product smoothness and roundness are key values to ensure the brand's future. Faithful to its background, tradition and emotional closeness to consumers made MACIEIRA a brand that always learnt to evolve with the course of time. MACIEIRA can be enjoyed in a small brandy snifter glass, pure and at room temperature, as a digestive or consumed in a long drink glass with ice, mixed with soda, fruit juices or soft drinks. MACIEIRA offers moments rich in emotions. MACIEIRA is versatile and always provides moments rich in emotion. With your family or friends, MACIEIRA is unique.

