

**HUELLA** | SINGANI

**BRAND BOOK**



# BRAND BOOK

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# HISTORY





Singani is a Bolivian alcoholic drink, of the grape brandy family. It is made from the distillation of Muscat of Alexandria grape wine. During the colonial era, after the expansion of silver mining in the rich center of Potosi, the Spanish began the cultivation of life in the valleys south of Potosí and the center of the Tarija valley. The winemaking process was complex, due to the geographical and climatic conditions, as well as its conservation. Given this, they opted for the distillation of wine, which served to make a spirit drink that would be known as "Singani".



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# ORIGIN





Singani Huella was born from a passion of two friends, lovers of singani, who decide to undertake a trip around Bolivia, in search of the best place, the best grape and the best characteristics, to create a different Singani.

¿Where are the vineyards?

The vineyards are in the Community of Paicho – Tarija, located 85 km from the city and 2,600 meters above sea level. A valley with suitable characteristics for our vineyards.





## COMMITMENT TO SUSTAINABILITY

Huella Singani is committed to nature and this can be seen in every bottle we make. Each bottle is made of 10kg of grapes, during the harvest the grapes pass through different selection processes, then they go to the grinding process, fermentation, clarification, double artisanal distillation in improved French stills and than rest between 4-6 months, obtaining the perfect balance between flavor, aroma, and alcoholic hit on the pallete. Our process is 100% ecological down to our bottles that are made out of 100% ecological glass.



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**B R A N D**





### The reason of the name

All of us have a greater purpose in life, which is to leave a legacy, a mark, a footprint (Huella). In every step we take, whether at work, in the studio, sports, art, make a purpose that we maintain from day to day to move forward. That is why we decided to leave #Footprints in the world of spirits, being present at meetings of families, friends, couples, unique and special moments of all, creating memories that will leave #Footprints in the hearts of our consumers.





## NUMBERED BOTTLES

Our product is a double distillate with a fresh, aromatic, smooth and balanced character.

It is made in small batches to preserve its quality and characteristics.





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**S I N G A N I**



## SINGANI

- 40% of alcoholic grade
- Double distilled
- Made in Tarija

## NOSE

Very fragrant and enveloping entry, balanced by Moscatel of Alejandría and floral reminiscences.

## MOUTH

Cuerpo sutil, translucido y voluminoso, un tanto cítrico con recuerdos dulces y florales





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# COCKTAILS



## Locoto Dry

- 2 oz. Singani Huella (macerated in locoto)
- 1 dash of lemon juice
- 2 dashed bitter Angostura
- Complete with Ginger Ale

**GLASSWARE:** HIGHBALL GLASS

**METHOD:** DIRECT





# Huella Punch

- 2 oz. Singani Huella
- 1 1/2 oz. Pineapple juice
- 1/2 oz. Simple syrup
- 1 oz. Red table wine

**GLASSWARE:** HIGHBALL GLASS

**METHOD:** SMOOTHIE



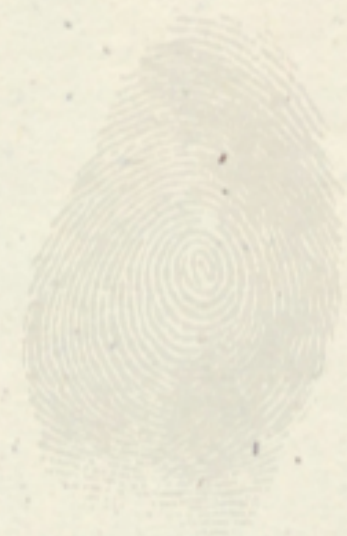


# Que no quede huella

- 0.5 oz. Lemon syrup
- 0.5 oz. Coffee liquor
- 0.5 oz. Singani Huella

**GLASSWARE:** SHOT

**METHOD:** POUSSE COFFEE





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**HUELLA** | SINGANI

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