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TAL 797 – Seminário

Data: 11/05/2022

ORGANIC SUGARCANE SPIRITS

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Sugarcane spirits is a typical Brazilian drink, which is obtained through the distillation of fermented sugarcane juice. It can be characterized according to the process of obtaining industrial sugarcane spirits, where the process is mechanized and production on a larger scale, the main characteristic being obtained through the stainless steel column; on the other hand, alembic sugarcane spirits, also known as artisanal sugarcane spirits, is obtained by a copper distiller and on a smaller scale, and organic sugarcane spirits, a process variation of the latter, but involving different techniques related to sustainable production. For this classification, organic certification is required, requiring not only the absence of pesticides and chemicals in the process, but also a set of practices that involve sustainability in planning and production structure, from the beginning to the end of the chain. The sustainability of a production process has currently been a factor of great relevance for consumers who, in addition to the quality of the drink, have been concerned with aspects of the production process and the environment. To meet these demands and offer a quality product with high added value, the producer has adopted techniques to reduce environmental impacts and invested in research in the area that develops new technologies that guarantee clean production with sustainable measures. Therefore, the objective of this study is to demonstrate the importance of sugarcane spirits, thus making a case study and putting together strategies that help in the process, adding quality and value to the product.

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