



Hugo Pietro®





Manifest

We are a family of restless farmers who have lived in the Serra Gaúcha for five generations. Our path was built with simplicity, enthusiasm and persistence. Hugo Pietro, our patriarch, taught us that loving what you do is the only way to build a transformative and lasting legacy.

In 2005, inspired by a spectacular harvest, we started a small production of handmade juices, the quality caught clients' attention and in a few weeks, we sold the entire production. As optimists, we saw a prosperous path and we decided to move on. We had difficult, uncertain days, challenges that seemed insurmountable, but fate was kind to our effort. We are very lucky to be able to realize this dream.

We did not get here alone, we have a talented team and more than 250 families of producers who provide us with their fruits. Together, we work hard to produce pure and tasty food that preserve the vitality of the ingredients and establish a sustainable connection with the ecosystem. Whether in pruning, harvesting or at any stage of preparation, we dedicate ourselves to the maximum to surpass standards and do the best with what nature provides us.

Eating well is an attitude of valuing time, caring for ourselves and people next to us. A better future calls for more respect and commitment in our interactions. We invite you to experience the extraordinary values that have done us good for over 140 years.

Hugo Pietro®

MAKE YOUR OWN BRAND WITH US

We develop Private Juice labels for all of Brazil, Canada and China. If you are planning to increase your portfolio with quality and differentiation, please contact us. We will develop an exclusive project to further enhance your brand.



Always whole products

All our juices are **WHOLE JUICES**, meaning they do not contain added water, sugar, coloring or flavoring. We process fresh fruits (no concentrated juice) right after they are harvested. They are immediately transported to the factory where we pursue to conserve the maximum of their characteristics and benefits.



Harvested by hand, made with love.

The production of good food is plenty of care and precision in small details, so we manually harvest all fruits, we intend to take this affection to your table. The selection of the best ingredients combined with minimal intervention in the process provides a high degree of purity and flavor of fresh fruit.



Produced in the Serra Gaúcha,
at 783m altitude.



Family farming

FAMILY AGRICULTURE is truly responsible for the production of most of the food consumed daily in Brazil. Hugo Pietro recognizes the importance of work and is partner of the families who dedicate their lives in the countryside taking care of the land so that the sustenance of the next generations is guaranteed.



Team

The commitment of each employee is fundamental, we are parts of a complete gear that moves together. Our desire is to generate opportunities for shared growth, to make a difference by bringing together good people. If we can improve the quality of life and well-being of those around us on our journey, it will all be worth it.



Organic by Nature

Organic agriculture understands the environment as a living and integrated organism, values its biodiversity, uses resources in a rational way and promotes a deeper and more respectful relationship between man and the countryside. In 2004, we adopted cultivation in 100% of our plantations, in addition to harmonizing our relationship with the ecosystem, we produce juices that connect us with the best that nature can provide.

From our family,
to your table.



Organic Red Grape Juice

Available in:
750ml..... cod. 002412



Organic Whole Apple Juice

Available in:
750ml..... cod. 002413





Baobah

A lot of love involved.

In Caxias do Sul, at 700m altitude, we find the perfect location for the production of high-quality juices. Under the careful supervision of the family, we selected the ripest and healthiest fruits to bottle for maximum purity and freshness. Baobah is a tribute to the perfectionism determined by Hugo Pietro, our patriarch, throughout his trajectory.

Rigorous selection of the best fruits



Grape Juice

Available in:

1L..... cod. 002602
300ml..... cod. 002603



White Grape Juice

Available in:

1L..... cod. 003340
300ml..... cod. 003341



Apple Juice

Available in:

1L..... cod. 002604
300ml..... cod. 002605

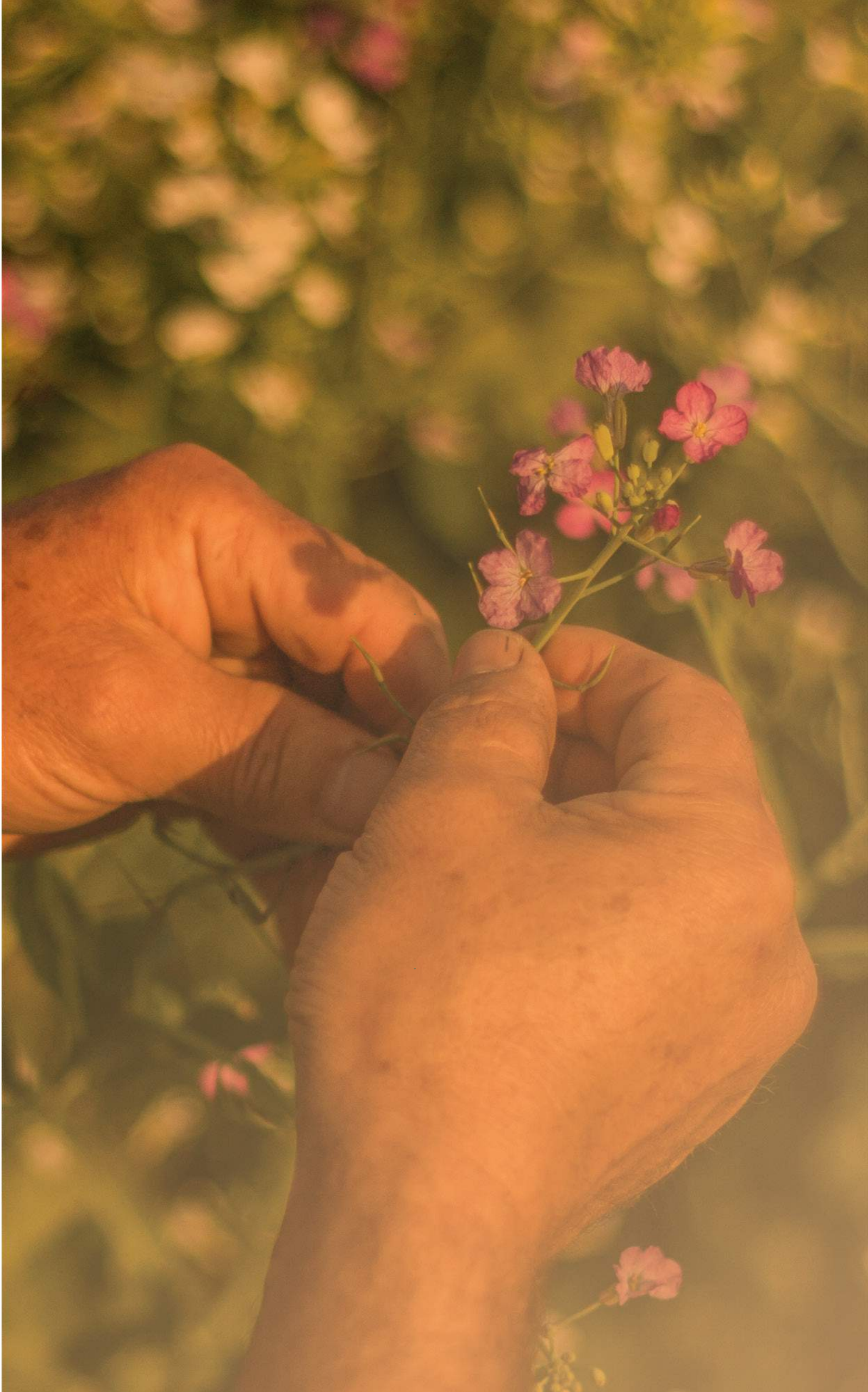


Tangerine and Apple Juice

Available in:

1L..... cod. 002606
300ml..... cod. 002607

**Baobah**



Baobah

SINERGID

Tea + Fruit;

Synergy can be understood as the combination of two or more elements where the whole exceeds the individual sum of the parts. So, it is the balanced integration between the delicacy of the tea and the freshness of the fruits strictly selected in the Serra Gaúcha.

Balance, freshness
and few calories



Chamomile, Green Apple and Lime Tea

Available in:
750ml..... cod. 002409
300ml..... cod. 002415



Black Tea, Red Grapes and Strawberry

Available in:
750ml..... cod. 002410
300ml..... cod. 002416



Green Tea, White Grapes and Mint

Available in:
750ml..... cod. 002411
300ml..... cod. 002417



Sinerqid

Balance, freshness
and few calories



Camomile + Green Apple and Lime

Available in:

750ml..... cod. 002475

300ml..... cod. 002476



Baobah



Registration information

NATURE - ORGANIC

Code	Product Description	Case Pack	Case barcode	Case Dimensions (LxWxH)	Pallet Ti-Hi	Pallet	Case Weight	Unit Dimension	Unit weight	Unit Barcode	HS Code
002412	ORGANIC RED GRAPE JUICE	12 x 750ml	17898638060233	733x24,6x24,6cm	14 x 6	84	14,4 Kg	23,5x7,5cm	1,2 Kg	7898638060236	2009.6100
002413	ORGANIC WHOLE APPLE JUICE	12 x 750ml	17898638060240	733x24,6x24,6cm	14 x 6	84	14,4 Kg	23,5x7,5cm	1,2 Kg	7898638060243	2009.7100

BAOBAH

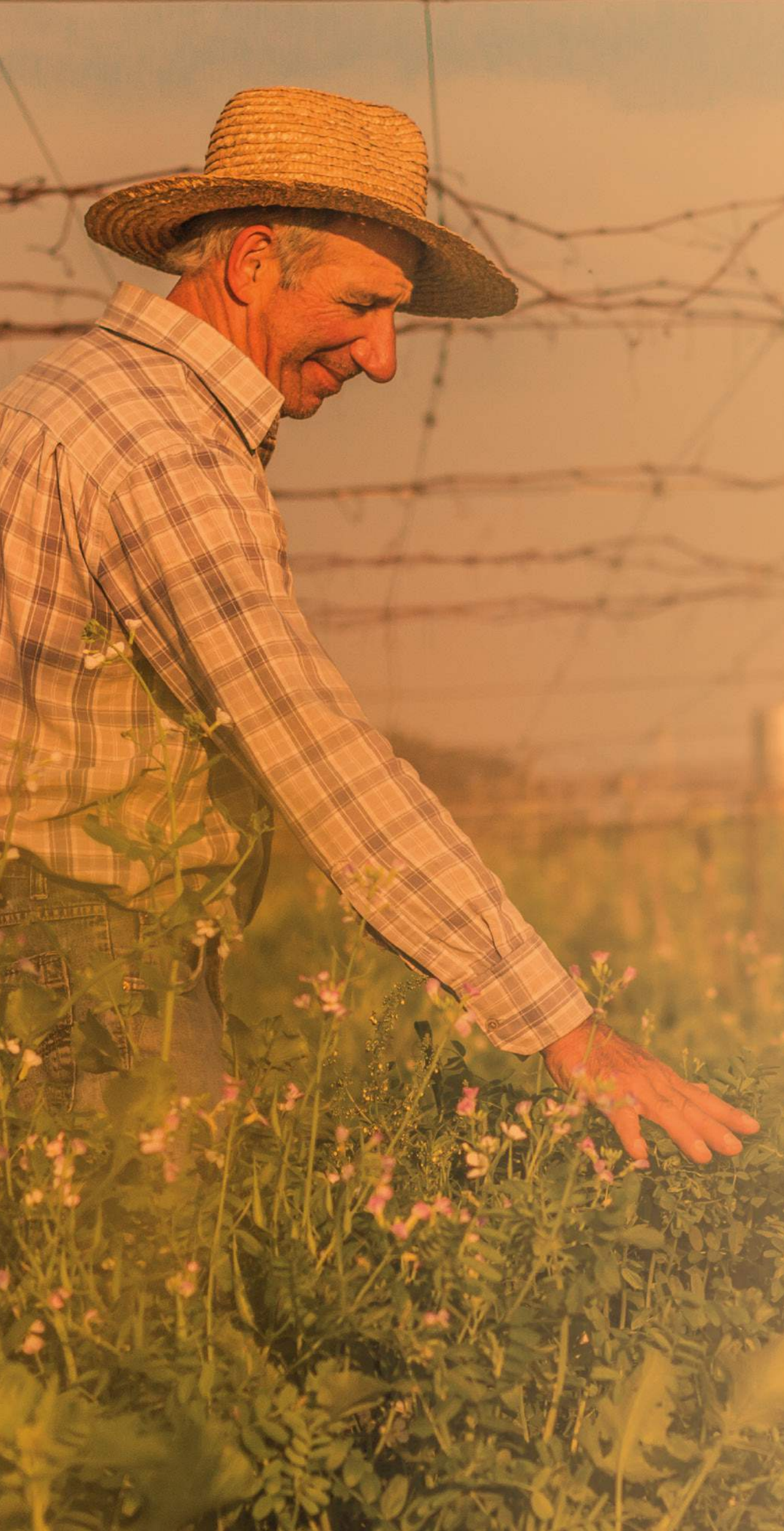
Code	Product Description	Case Pack	Case barcode	Case Dimensions (LxWxH)	Pallet Ti-Hi	Pallet	Case Weight	Unit Dimension	Unit weight	Unit Barcode	HS Code
002602	GRAPE JUICE	6 x 1L	17898638060639	28x25,6x18,8cm	22 x 6	132	9,2Kg	25x9cm	1,5 Kg	789863806010	2009.6100
002603	GRAPE JUICE	12 x 300ml	17898638060646	24,5x18x18,6cm	25 x 8	200	6,2 Kg	17,3x5,4cm	0,5 Kg	789863806027	2009.6100
003340	WHITE GRAPE JUICE	6 x 1L	17898638060769	28x25,6x18,8cm	22 x 6	132	9,2Kg	25x9cm	1,5 Kg	789863806034	2009.6100
003341	WHITE GRAPE JUICE	12 x 300ml	17898638060776	24,5x18x18,6cm	25 x 8	200	6,2 Kg	17,3x5,4cm	0,5 Kg	789863806041	2009.6100
002604	APPLE JUICE	6 x 1L	17898638060653	28x25,6x18,8cm	22 x 6	132	9,2Kg	25x9cm	1,5 Kg	789863806058	2009.7100
002605	APPLE JUICE	12 x 300ml	17898638060660	24,5x18x18,6cm	25 x 8	200	6,2 Kg	17,3x5,4cm	0,5 Kg	789863806065	2009.7100
002606	TANGERINE AND APPLE JUICE	6 x 1L	17898638060677	28x25,6x18,8cm	22 x 6	132	9,2Kg	25x9cm	1,5 Kg	789863806072	2009.9000
002607	TANGERINE AND APPLE JUICE	12 x 300ml	17898638060684	24,5x18x18,6cm	25 x 8	200	6,2 Kg	17,3x5,4cm	0,5 Kg	789863806089	2009.9000

SINERGIA

Code	Product Description	Case Pack	Case barcode	Case Dimensions (LxWxH)	Pallet Ti-Hi	Pallet	Case Weight	Unit Dimension	Unit weight	Unit Barcode	HS Code
002409	CAMOMILE TEA, GREEN APPLE AND LIME	12 x 750ml	17898638060202	33x24,6x24,6cm	14 x 6	84	14,4Kg	24x8,3cm	1,2 Kg	7898638060205	2101.2010
002415	CAMOMILE TEA, GREEN APPLE AND LIME	12 x 300ml	17898638060554	24,5x18x18,6cm	25 x 8	200	6,2 Kg	17,3x5,4cm	0,5 Kg	7898638060557	2101.2010
002410	BLACK TEA, RED GRAPES AND STRAWBERRY	12 x 750ml	17898638060196	33x24,6x24,6cm	14 x 6	84	14,4Kg	24x8,3cm	1,2 Kg	7898638060199	2101.2010
002416	BLACK TEA, RED GRAPES AND STRAWBERRY	12 x 300ml	17898638060561	24,5x18x18,6cm	25 x 8	200	6,2 Kg	17,3x5,4cm	0,5 Kg	7898638060564	2101.2010
002411	GREEN TEA, WHITE GRAPES AND MINT	12 x 750ml	17898638060219	33x24,6x24,6cm	14 x 6	84	14,4Kg	24x8,3cm	1,2 Kg	7898638060212	2101.2010
002417	GREEN TEA, WHITE GRAPES AND MINT	12 x 300ml	17898638060578	24,5x18x18,6cm	25 x 8	200	6,2 Kg	17,3x5,4cm	0,5 Kg	7898638060571	2101.2010

BAOBAH TEA

Code	Product Description	Case Pack	Case barcode	Case Dimensions (LxWxH)	Pallet Ti-Hi	Pallet	Case Weight	Unit Dimension	Unit weight	Unit Barcode	HS Code
002475	CAMOMILE TEA, GREEN APPLE AND LIME	12 x 750ml	17898638061230	33x24,6x24,6cm	14 x 6	84	14,4Kg	24x8,3cm	1,2 Kg	789863806096	2101.2010
002476	CAMOMILE TEA, GREEN APPLE AND LIME	12 x 300ml	17898638061247	24,5x18x18,6cm	25 x 8	200	6,2 Kg	17,3x5,4cm	0,5 Kg	789863806102	2101.2010



Organizational Guidelines

1. Set the standards and exceed them. Fight mediocrity.
2. Culture is the essence of strategy.
3. Think big, build in the long term, but be agile in everyday decisions.
4. Good people, well valued, growing together.
5. Quality -> Standard -> Trust -> Love -> Perpetuity
6. Debate ideas, never about other people.
7. Challenges are fuel for progress, accept that life is hard and solve the problems with calm and good mood.
8. Focus on transformation of what is within your reach.
9. The past does not condition your Future, what you do today is what transforms your tomorrow.
10. Vanity is the beginning of the end.



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