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TITLE OF THESIS:

How to produce a sustainable Brazilian wine?

Abstract

This thesis forms the basis for the realization of a personal project: producing a sustainable Brazilian wine.

With the help of investors from the world of wine (European and Brazilian) to develop a fine wine (unlike table wines derived from *Vitis labrusca*) which combines the advanced technical itineraries, from the vineyard to the cellar.

This wine will have to represent all the progress environmental terms and social, to promote effective marketing in the wine main importing countries (United States, Germany, Benelux) and on the local market.

To do this, localize the best terroir of wine point of view taking into consideration sustainable human development.

In a first part, after observing the economic benefits of implementing a vineyard in Brazil, the objective of this study will define the area more favourable to the type of wine to produce.

This analysis will be based of meteorological data. Once the wine growing zone discovery, understand and analyze the socio-economic actors in order to include this project in a process of economic and social development.

In the second part, evaluation of components needed to achieve a great terroir wine through soil analysis, choice of varieties and rootstocks, the training system of the vineyard.

Finally in the last part, explain the development project and business plan.

Keywords: Implantation, vineyard development, meteorology, Brazil.