



EmpowerHer

Empower Women Entrepreneurs

CASE STUDY



Case study: Letícia Nöbauer
Country: Austria



Co-funded by the
European Union

This project has been co-funded by the Erasmus+ Programme of the European Union. The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors. The Commission cannot be held responsible for any use that may be made of the information contained therein. Project n°2024-1-PL01-KA220-ADU-000246746



FUNDACJA
CENTRUM WSPÓLPRACY
MIĘDZYNARODOWEJ
GERMANITAS



inn^oventum





Success in Emigration:

The story of Letícia Nöbauer

Bringing Brazilian cachaça to Europe through social entrepreneurship

In a world where authentic cultural products are often overlooked, and Brazilian cachaça is still largely unknown in Europe, the story of Letícia Nöbauer demonstrates how passion, cultural pride, and entrepreneurial spirit can create both economic and social impact. Her initiative, Frau Cachaça, is changing not only how Europeans experience Brazilian spirits, but also how they perceive Brazil itself – beyond the clichés of carnival, football, and stereotypes.

From Hospitality to spirit innovation: A journey of reinvention

Letícia Nöbauer grew up in Brazil and moved to Austria in 2006 at the age of 19 to study. While initially focused on academics, she met her future husband, married, and decided to stay in Austria. After completing her studies, Letícia spent four years in her first career path but ultimately chose to pivot, moving into hospitality and tourism. She attended an international tourism school in Bad Vöslau, where she discovered her passion for sommelier and wine tasting. By 2013, she had completed her training and started working at Hotel Rathaus Wein und Design in Vienna's 8th district, managing wine tastings and developing expertise in beverages.

It was during this period that Letícia noticed a significant gap in the European market: Brazilian cachaça. Clients at the bar would frequently ask about Brazilian drinks with rum, often confusing it with cachaça. Realising that

European consumers knew little about this spirit, Letícia saw an opportunity to educate the market while sharing a piece of her cultural heritage. She wanted to challenge the narrow stereotypes of Brazil and show a more nuanced image of her country. This mission led to the founding of her brand, Frau Cachaça, which celebrates Brazilian cachaça through tastings, cocktails, and storytelling.

Frau Cachaça: A brand with purpose

Founded in 2013, Frau Cachaça is built on two core ideas:

Introducing European consumers to high-quality Brazilian cachaça

Promoting a more inclusive, feminine, and approachable image of spirit consumption

Over the past ten years, Letícia has become a leading authority on cachaça in Europe. She has traveled to Brazil to select the best producers, participated in related book projects, and developed a mobile bar that allows her to host events across Austria offering tastings,

cocktails, and workshops for restaurants, private parties, and public markets. Celebrating her ten year business anniversary this year, she already has 12 events booked until the end of October.

Letícia personally creates cocktail recipes, manages event catering, and markets cachaça both online and on-site with her mobile bar.



The brand is strongly linked to her personal vision: “I created a character named Frau Cachaça, like my company, and this character is a pin-up woman who encourages people to drink cachaça-based cocktails. So it's all very pink, it's all designed to be super feminine.”

By challenging the traditionally masculine image of alcohol, Letícia encourages women to

explore and enjoy spirits without social judgment.

Challenges and lessons in Entrepreneurship

Launching a business in Austria as a migrant woman presented many obstacles. Bureaucratic language, rigid systems, and limited guidance made navigating entrepreneurship especially complex. Letícia emphasises the importance of strong support networks, such as reliable partners and accountants who can communicate clearly. She notes that while technology and online tools have improved access today, early on much depended on personal effort and connections, persistence, and resourcefulness.

Her advice to other aspiring migrant entrepreneurs is clear: understand every aspect of your business, seek help when needed, and remain resilient. Negotiating with authorities, explaining innovative business models, and maintaining independence require patience, strategic thinking, and “thick skin.”

Cultural roots and local engagement

Letícia’s work is closely connected to her Brazilian heritage. She educates European audiences about the culture and production of cachaça while collaborating with small, family-run distilleries. Workshops and events serve as a bridge between producers and consumers, providing authentic cultural experiences in Austria.

Vision for the future

While 40 year old Letícia has achieved much with *Frau Cachaça*, her goal remains to grow the reach of her brand and educate more people about cachaça and Brazilian traditions.

Through *Frau Cachaça*, she has created a model that celebrates heritage, challenges stereotypes, and empowers women in the beverage industry, proving that social entrepreneurship and cultural innovation can go hand in hand.

If you would like to learn more about Frau Cachaça and her products you can visit her [Website](#).