

RFID
JOURNAL
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20 **YRS**
2003 - 2022

MAY 17 - 19, 2022
MANDALAY BAY | LAS VEGAS, NV

RFID JOURNAL LIVE!

Cachaça Roma

Rodrigo Pedroso



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PACTO ENERGIA



ROMABEV

A 42 years old Brazilian Citizen, Civil Engineer from PUC-GO, specialist in Project Management from FGV – Fundação Getúlio Vargas, in Energy Trading from Universidade Presbiteriana Mackenzie and is currently a student at the Harvard University, attending the OPM (Owner/President Management Program). Has more than 21 years of experience in the electric sector in the areas of generation, transmission and trading, and now exploring the fantastic word of beverages with an investment at Romabev.



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Fazenda Roma

- Cachaça was born on the Roma farm, located in the city of São Félix do Araguaia, in Brazil's State of Mato Grosso
- Hotel Rancho do Matuto—Fazenda Roma
- The beverage is an identity to the Hotel and inspired on real fishing and good country music



Why did we choose NFC:

- Proximity with my costumers
- Ensure product authenticity
- Observe the consumption of the audience in order to make improvements
- Technology adds value to our product



How has NFC-id helped ROMABEV so far

- Cachaça Roma has improved in quality since its launch
- Quality competition
- Manage customer data
- Geographical placement of our products
- Pleasant and personalized experience to clients



How has NFC-id helped ROMABEV so far

Spirits Selection by Concours Mondial de Bruxelles



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THANK YOU

