



YOU JUST FOUND OUT WHICH BRUXO YOU ARE.
FROM TODAY, IT WILL JOIN YOU FOREVER.

THE GUIDE

X

AGAVE:

Espadín 80% (Agave Angustifolia)
Barril 20% (Agave Karwinskii)

MAESTRO MEZCALERO:

Juan Morales, *San Dionisio Ocoteppec, Oaxaca*

TASTING NOTES:

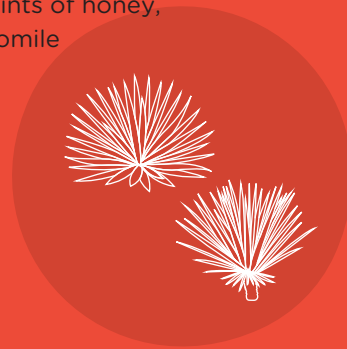
Appearance: Silver highlights, clean surface,
bright, crystalline and transparent

Aroma: Citrus and peanut notes with a mix
of flowers and jicama

Flavor: Soft mineral notes with hints of honey,
citrus peel and dry chamomile

PAIRING:

Berries, apples, tuna and citrus



THE WIZARD

No. 1

AGAVE:

Espadín (Agave Angustifolia)

MAESTRO MEZCALERO:

Lucio y Juan Morales, *San Dionisio Ocoteppec, Oaxaca*

TASTING NOTES:

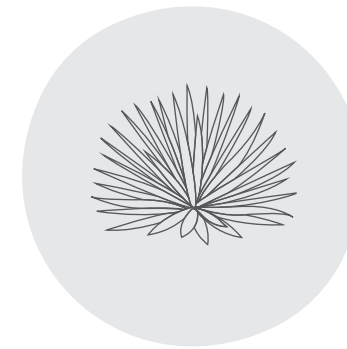
Appearance: Silver highlights, clean surface,
bright pearly white

Aroma: Light floral notes and prominent smoke

Flavor: Citrus and a hint of pepper on the finish

PAIRING:

Berries, apples, tuna and citrus



THE SEDUCER

No. 2

AGAVE:

Espadín 80% (Agave Angustifolia)
Barril 20% (Agave Karwinskii)

MAESTRO MEZCALERO:

Herminio Coronado, *Agua del Espino, Oaxaca*

TASTING NOTES:

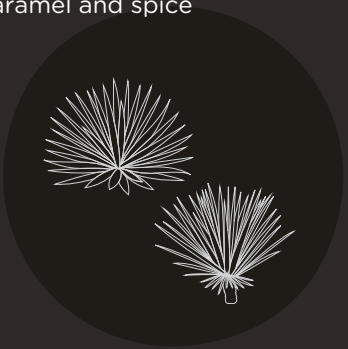
Appearance: Amber color, clean surface,
bright and transparent

Aroma: Sweet, herbal and citrus notes, fennel and
mint with subtle smoke

Flavor: Floral notes, chocolate, caramel and spice
with a velvety soft finish

PAIRING:

Melon, prosciutto, cheese,
dried fruits, meat and fish



THE HUMANIST/SHAMAN

No. 3

AGAVE:

Barril (Agave Karwinskii)

MAESTRO MEZCALERO:

Félix Santiago, *San Martín Lachilá, Oaxaca*

TASTING NOTES:

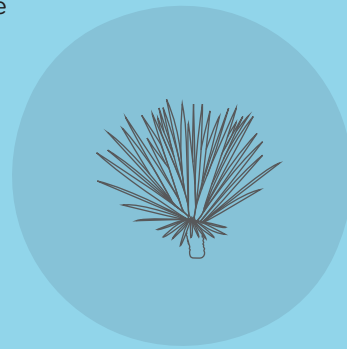
Appearance: Silver highlights, clean surface, bright

Aroma: Nutmeg and mineral notes

Flavor: Soft mineral notes, cantaloupe finish

PAIRING:

Fresh cheese, nuts and aguachile



THE ALCHEMIST

No. 4

AGAVE:

Cuishe 60% (Agave Karwinskii)
Barril 30% (Agave Karwinskii)
Espadín 10% (Agave Angustifolia)

MAESTROS MEZCALEROS:

Cesáreo y Pipino Rodrigues, *Las Salinas, Oaxaca*

TASTING NOTES:

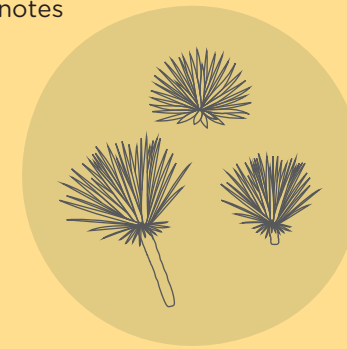
Appearance: Silver highlights, clean surface,
bright, crystalline and transparent

Aroma: Peanut notes, citrus flowers and pineapple

Flavor: Soft mineral and herbal notes
(arugula and fennel)

PAIRING:

Coffee and dark chocolate



THE SPIRITUAL

No. 5

AGAVE:

Wild Tobalá (Agave Potatorum Zucc)

MAESTROS MEZCALEROS:

Cándido Reyes, *Santiago Matalán, Oaxaca*

TASTING NOTES:

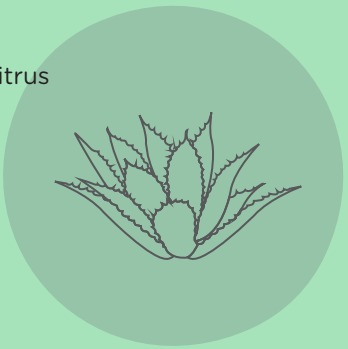
Appearance: Gold tint, clean surface, bright

Aroma: Unique butter notes, ripe tropical fruits like
peach, pineapple and banana, slightly smoked

Flavor: Balanced sweet tones, peach and quince
after tasting

PAIRING:

Smoked salmon, chocolate and citrus



YO BRUXO MEZCAL

IDEAL FOR COLLECTIVE CONNECTIONS

IDEAL FOR INTROSPECTIVE CONNECTIONS

X

BROTH
SMOOTH

FUNCTIONAL
BENEFIT
SMOOTHNESS

EMOTIONAL
BENEFIT
**SAFETY/
CONVICTION**

BRUXO
THE GUIDE



No. **1**

BROTH
ORIGINAL

FUNCTIONAL
BENEFIT
AUTHENTICITY

EMOTIONAL
BENEFIT
ASTONISHMENT

BRUXO
THE WIZARD



No. **2**

BROTH
SWEET

FUNCTIONAL
BENEFIT
PLEASURE

EMOTIONAL
BENEFIT
SEDUCTION

BRUXO
THE SEDUCTOR



No. **3**

BROTH
MINERAL

FUNCTIONAL
BENEFIT
EARTHLY

EMOTIONAL
BENEFIT
HUMANITY

BRUXO
**THE HUMANIST/
SHAMAN**



No. **4**

BROTH
AGAVE ASSEMBLY

FUNCTIONAL
BENEFIT
MULTISENSORY

EMOTIONAL
BENEFIT
TRANSFORMATION

BRUXO
THE ALCHEMIST



No. **5**

BROTH
WILD

FUNCTIONAL
BENEFIT
MATURITY

EMOTIONAL
BENEFIT
HARMONY

BRUXO
THE SPIRITUAL

