

# Producción, Destilación y Comercialización de Agave SEGAH

MEZCAL ARTESANAL | MEZCAL ANCESTRAL

## COMPANY PROFILE & PRODUCT PORTFOLIO







# INDEX

**01 WHO WE ARE**

**03 OUR MEZCAL**

**10 AGÁVEME**

**17 BANDIDX**

**23 MEXCALITA**

**29 MIXOLOGY**

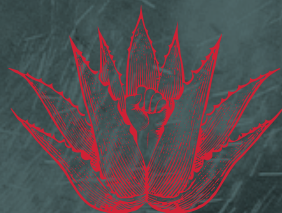
**33 SOCIAL PROJECTS**

**37 AWARDED DEBUT**

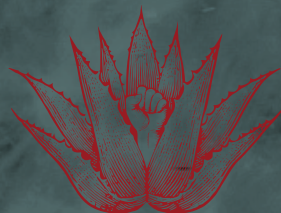




**AGÁVEME®**  
MEZCAL ANCESTRAL | MEZCAL ARTESANAL



**BANDIDX**  
MEZCAL ARTESANAL



**BANDIDX**  
SPICY TAMARINDO

**Mexcalita**  
MEZCAL CRAFT COCKTAIL

# WHO WE ARE

## OUR JOURNEY

Our project began in 2013 in the vibrant city of Oaxaca, Mexico. It is a project deeply rooted in memory.

## OUR INSPIRATION

We draw inspiration from the memory of the artisans involved in our production. Their experiences and traditions form the essence of Oaxaca and infuse our products with authenticity and heritage.

## OUR MISSION

We are dedicated to creating a comprehensive, unique, and innovative mezcal product portfolio that caters to all segments of the market. Our brands—Agáveme, Bandidx, and Mexcalita—each play a distinct role in fulfilling our mission.

## OUR UNIQUE APPROACH

This unique approach enables our partners to tap into an all-inclusive solution for their mezcal needs. With constant innovation and product development, we are committed to growing our existing portfolio, ensuring that there is a perfect mezcal product for every taste and occasion.



# OUR MEZCAL



## WHAT IS MEZCAL?

Mezcal, derived from the Nahuatl word mexcali meaning “cooked maguey” (from metl “maguey” and ixcalli “cooked”), is a Mexican spirit with a rich heritage.

## THE DIVERSITY OF MEZCAL

Mezcal can be produced from more than 200 different types of agave, making it the largest liquor category in the world. This vast diversity allows for an incredible range of flavors and characteristics.

## A TRADITION OF EXCELLENCE

Mezcal production today preserves more than 400 years of tradition. This time-honored process results in a unique drink with special characteristics influenced by several factors:

- **Altitude:** The height at which the maguey plantations are located.
- **Cooking Method:** The traditional ways the maguey is cooked.
- **Distillation Type:** Whether the mezcal is produced using Artesanal or Ancestral methods.
- **Maestro Mezcalero:** The personal touch and expertise of the master distiller.



# MEZCAL REGION

## OAXACA, MEXICO

Within the state of Oaxaca, there is a particular area known as the "Mezcal Region."

This area has been declared specific and exclusive for the production of the best mezcal in the world. It is here, in this renowned region, that our Ancestral and Artesanal mezcals are produced.



## THE UNIQUE TERROIR

The Mezcal Region is characterized by its diverse terroir, which includes various microclimates, soil types, and altitudes. These elements contribute to the unique flavors and qualities of the mezcal produced here.







# MOISÉS AVENDAÑO MÉNDEZ

Moisés Avendaño Méndez, a fourth-generation Maestro Mezcalero, proudly represents a family dedicated exclusively to the artisanal production of mezcal for over 150 years. His central role has been crucial in ensuring respect and preservation of artisanal techniques in mezcal crafting.

His tireless dedication has significantly contributed to the certification and standardization of mezcal, highlighting his unwavering commitment to authenticity and quality in every bottle he produces. His influence has been instrumental in the establishment of the Mexican Regulatory Council for Mezcal Quality (COMERCAM), thereby safeguarding the artisanal legacy within this family tradition.

## YAUTEPEC

Located in the state of Oaxaca, the region of Yautepec stands out as a crucial hub for mezcal production. Its rugged agave landscapes and deep-rooted mezcal-making traditions give this region a pivotal role in the craft production of this iconic spirit. The community of Yautepec is renowned for its artisanal methods and meticulous care in the cultivation and distillation of agave, significantly contributing to the prestige of Oaxacan mezcal.





# OUR BRANDS





# AGÁVEME®

MEZCAL ANCESTRAL | MEZCAL ARTESANAL



# MEZCAL AGÁVEME

With a total of 16 international awards, our mezcals consolidate one of the most prestigious portfolios in the sector. Each of our lines has its own purpose and unique value proposition, forming a broad and varied portfolio.



21 international awards



One of the most prestigious portfolios in the sector



One of the most diverse portfolios in the industry



Sustainable Production

## MISSION

To showcase the name of mezcal and all the artisans involved in its production, by producing the best premium mezcal possible of the highest quality.

## VISION

To create a cultural and sensory experience through the best mezcal, with the best quality, respecting the artisanal and ancestral production processes, while creating new sustainability measures throughout the production chain.

## AMBITION

Leading and shaping the growth of the premium mezcal industry worldwide.





GLOBAL LUXURY MASTERS



THE TASTING PANEL



BLUE LIFESTYLE



ACADEMIA DEL MEZCAL Y Maguey

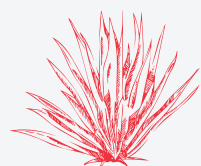


LONDON SPIRITS COMPETITION

## AGÁVEME ARTESANAL ESPADÍN

46% ABV 700mL (70CL) 6 bottles per case

Smoky and woody aroma with subtle notes that balance the fruity and wildflower flavors. Perfect for a wide range of cocktails.



A. Angustifolia



Agave Age in Years



GLOBAL LUXURY MASTERS



ACADEMIA DEL MEZCAL Y Maguey



BLUE LIFESTYLE



THE TASTING PANEL



LONDON SPIRITS COMPETITION

## AGÁVEME ARTESANAL TEPEXTATE

46% ABV 700mL (70CL) 6 bottles per case

Floral aromas, a silky consistency, and subtle herbaceous notes combine to reflect the rugged landscape of the Oaxacan countryside where this species of agave grows.



A. Marmorata



Agave Age in Years





## AGÁVEME ARTESANAL TOBALÁ

46% ABV 700mL (70CL) 6 bottles per case

Floral, smoky flavors and citrus notes, enhanced by the presence of tangy fruits that create a rich, unctuous experience on the palate.



A. Marmorata



Agave Age in Years



GLOBAL LUXURY  
MASTERS



ACADEMIA DEL  
MEZCAL Y MAGUEY



BLUE LIFESTYLE



THE TASTING PANEL



LONDON SPIRITS  
COMPETITION



THE SPIRITS BUSINESS  
TEQUILA & MEZCAL MASTERS



BLUE LIFESTYLE



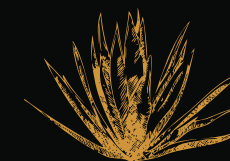
LONDON SPIRITS  
COMPETITION



## AGÁVEME ANCESTRAL ARROQUEÑO

49% ABV 700mL (70CL) 6 bottles per case

Medium-bodied with sweet attributes, featuring coffee and caramel flavors. It has a herbal and mineral aftertaste, almost salty, resulting from the ancestral distillation in clay pots.



A. Americana



Agave Age in Years





THE SPIRITS BUSINESS  
TEQUILA & MEZCAL MASTERS



BLUE LIFESTYLE



LONDON SPIRITS  
COMPETITION



## AGÁVEME ANCESTRAL ESPADÍN



49% ABV

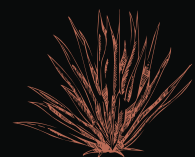


700mL (70CL)



6 bottles per case

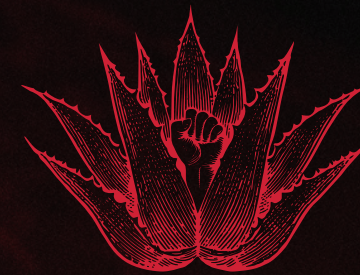
Featuring a smoky and woody aroma, this spirit has a mineral and earthy taste that evokes the land of Oaxaca. Balanced with the fruity notes characteristic of espadín agave.



A. Angustifolia



Agave Age in Years



# BANDIDX

MEZCAL ARTESANAL

SPICY TAMARINDO





# BREAK THE RULES

# SIP THE REVOLUTION

## MISSION

To offer authentic, artisanal mezcal that embodies the daring spirit of Mexican outlaws while honoring ancestral traditions. We aim to create a sensory experience that challenges the ordinary and makes mezcal a beloved choice for a wider audience.

## VISION

To be a leading mezcal brand, known for authenticity, quality, and inspiring those who seek the extraordinary. We aim to make mezcal a mainstream drink, promoting a lifestyle of freedom and adventure.

## AMBITION

To transform mezcal into a global staple, recognized for its story of courage and authenticity. We want each bottle to be a symbol of quality and culture, expanding our reach into international markets.

**Bandidx Mezcal** is crafted for the adventurous and the young at heart, those who seek to break free from the ordinary and embrace new experiences. Designed to captivate a dynamic audience, our bottle's vibrant and contemporary artwork reflects the spirit of those who are unafraid to stand out and express their individuality.

**Bandidx: Spicy Tamarindo** is an innovative twist on traditional mezcal, standing out as the first tamarind-infused mezcal in its category. This bold fusion combines the rich, smoky essence of artisanal mezcal with the tangy, spicy notes of tamarind, creating a flavor experience like no other.

OAXACA

MEZCAL ARTESANAL  
**BANDIDX**

MÉXICO

**Bandidx** presents a bold and earthy aroma with a smoky touch that highlights its character. On the palate, it features notes of ripe fruits and a subtle spice flavor, complemented by a gentle herbal touch. This versatile and accessible mezcal is perfect for enjoying neat or in cocktails. Ideal for those seeking to explore new experiences without complications

40% ABV

700mL (70CL)

6 bottles per case

8 AÑOS DE MADURACIÓN











# BANDIDX

## SPICY TAMARINDO



Experience the unique fusion of mezcal intensity and vibrant tamarind flavor with **Bandidx Spicy Tamarindo**. Sweet and slightly tangy, followed by a spicy finish, this mezcal is perfect neat over ice or in cocktails. Crafted for a young, adventurous audience, it blends tradition and innovation, offering unmatched originality and character.

- 40% ABV
- 700mL (70CL)
- 6 bottles per case



# Mexcalita

MEZCAL CRAFT COCKTAIL





# MISSION

To establish a strong brand identity that appeals to consumers who value convenience without sacrificing taste or quality. Mexcalita aspires to be recognized for its exquisite taste, cultural appeal, and sophisticated branding across all platforms.

# VISION

To redefine the mezcal experience with high-quality canned cocktails that offer sophistication, authenticity, and cultural richness. Mexcalita brings traditional mezcal cocktails to the world, enhancing social and leisure moments with innovative flavors and elegant packaging.

# AMBITION

To become a leading brand in the canned cocktail market, known for quality, innovation, and cultural heritage. Mexcalita aims to attract cocktail enthusiasts and hospitality venues seeking premium beverage options.



# PASSION FRUIT MEXCALITA

7.5% ABV 12 fl. oz. (355 mL) 24 cans per case

Immerse yourself in the vibrant essence of Oaxaca with our **Passion Fruit Mexcalita**. Inspired by the stunning Templo de Santo Domingo de Guzmán, this flavor captures the lively spirit of the region. Our all-natural ingredients, with no additives, blend to create a refreshing cocktail that embodies the slow, artistic, and relaxing atmosphere of Oaxaca. Each sip transports you to the heart of the city, offering a burst of tropical passion fruit that's perfect for any occasion.





# Mexcalita

MEZCAL CRAFT COCKTAIL



## HIBISCUS MEXCALITA

7.5% ABV 12 fl. oz. (355 mL) 24 cans per case

Experience the laid-back charm of Puerto Escondido with our **Hibiscus Mexcalita**. This flavor is a tribute to the coastal beauty and tranquil vibes of one of Oaxaca's most beloved destinations. Made from all-natural hibiscus, our cocktail is free from additives and designed to refresh your senses. The natural flavors and vibrant color make it an ideal choice for those looking to enjoy a piece of Oaxaca's artistic and serene beach life, right from the can.



# Mexcalita

MEZCAL CRAFT COCKTAIL



## ORANGE & CUCUMBER MEXCALITA

7.5% ABV 12 fl. oz. (355 mL) 24 cans per case

Discover the unique blend of **Orange and Cucumber Mexcalita**, inspired by the historic Barrio de Jalatlaco. This flavor reflects the rich cultural tapestry and relaxed ambiance of this picturesque neighborhood. Crafted with all-natural ingredients and no additives, our cocktail offers a crisp and invigorating taste experience. The fusion of zesty orange and cool cucumber provides a perfect balance, inviting you to unwind and savor the artistic soul of Oaxaca in every can.





# MIXOLOGY

*"Elevate every moment  
with our exquisite cocktails."*



Welcome to the Mixology section, where we present a curated selection of cocktails designed to showcase the versatility and richness of our mezcal products. Whether you're a seasoned mixologist or a cocktail enthusiast, these recipes are crafted to enhance your experience and highlight the unique flavors of Agáveme, Bandidx, and Mexcalita.

Each cocktail is an invitation to explore new taste horizons and celebrate the artistry of mezcal. Enjoy these innovative creations and elevate your beverage repertoire with our exceptional mezcals.





# LA MALINCHE

## INGREDIENTS

- Agáveme Artesanal Tobalá (10 yrs) 2 oz (60 ml)
- Freshly squeezed lemon juice 1/2 oz (15 ml)
- Freshly squeezed lime juice 1/2 oz (15 ml)
- Agave nectar 3/4 oz (22 ml)
- 10 basil leaves
- Mint leaves and lemon slices for garnish

## METHOD

1. Fill a double rocks glass with ice.
2. In a shaker filled with ice, combine all ingredients except the garnishes.
3. Shake until well chilled.
4. Strain the mixture into the prepared double rocks glass.
5. Garnish with mint leaves and lemon wheels



# A LA MALA

## INGREDIENTS

- Bandidx Spicy Tamarindo (8 yrs) 1 oz (30 ml)
- Freshly squeezed lemon juice 1/2 oz (30 ml)
- Hibiscus Flower Infusion 3 oz (15 ml)
- Agave nectar 3/4 oz (22 ml)
- 5 mint leaves
- Mint and hibiscus leaves for decoration

## METHOD

1. Fill a highball glass with ice.
2. In a shaker filled with ice, combine all ingredients except the garnishes.
3. Shake until well chilled.
4. Strain the mixture into the prepared highball glass.
5. Garnish with mint and hibiscus leaves.



# SMOKY MOJITO

## INGREDIENTS

- Agáveme Artesanal Espadín(8 yrs) 1 1/2 oz (45 ml)
- Club soda 3 oz (90 ml)
- Freshly squeezed lime juice 3/4 oz (22 ml)
- Agave nectar 3/4 oz (22 ml)
- 8-10 mint leaves
- Mint leaves and lime wheel to garnish

## METHOD

1. Muddle all ingredients except club soda.
2. Pour into a highball glass filled with ice.
3. Garnish with a sprig of fresh peppermint.



# MEZCAL MULE

## INGREDIENTS

- Agáveme Artesanal Espadín (8 yrs) 2 oz (60 ml)
- Ginger beer 3 oz (90 ml)
- Freshly squeezed lime juice 3/4 oz (22 ml)
- Agave nectar 1/4 oz (10 ml)
- Mint leaves and lemon wheels for garnish

## METHOD

1. Add ice, agave nectar, mezcal, and lime juice to a shaker.
2. Shake vigorously.
3. Strain into a copper mug filled with crushed ice.
4. Top with ginger beer and stir.
5. Garnish with lime and mint.



# SOCIAL PROJECTS



## Fondo Guadalupe Musalem A.C.

The Guadalupe Musalem Fund A.C. (FGM), established in 1995, aims to support young Oaxacan women with limited resources, strong academic performance, and a commitment to community service in completing their high school and university education.

At Agáveme, we annually allocate funds to empower young women from rural, indigenous, and Afro-Mexican communities, enabling them to complete their studies and achieve personal growth grounded in ethical values.



FONDO  
*guadalupe*  
MUSALEM

158 Women Scholarship Holders

Yes to Women's Education!

AGÁVEME®  
MEZCAL ANCESTRAL | MEZCAL ARTESANAL



# Ciudad de los Niños y Niñas de Oaxaca A.C.

La Ciudad de los Niños y Niñas de Oaxaca, A.C. provides over 87 children with essential needs such as healthy food, clothing, and education, significantly improving their quality of life. Many of these children come from backgrounds of extreme poverty or have been abandoned by their parents. The organization cares for children ranging from newborns to 14-year-olds.

At Agáveme, we sponsor these children to help them achieve personal and professional development grounded in ethical values. Our sponsorship includes monthly financial contributions, food donations, school supplies, clothing, footwear, and access to professional medical services.



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### COMPANY PROFILE

Mezcal Agáveme, Mezcal Bandidx and Mexcalita  
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