

XAMÁN

THE ONE WHO KNOWS



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Xamán is not just a premium mezcal,
it is the ultimate social brand.

Designing a unique lifestyle through quality,
tradition and immersive experiences.



ABOUT US



Mezcal Xamán is a modern brand aimed at introducing mezcal to the international market whilst maintaining the product loyal to its origins and traditions.

Traditionally, shamans are spiritual guides. Mezcal Xaman's mission is to guide you through Mexico's traditions, but with a modern touch.

Based between Mexico and Europe, the Xaman team is a diverse and passionate group of agave heads.

OUR VALUES

- #1 Approachable and conscious mezcal without losing quality
- #2 Fair and respectful to our producers
- #3 Close to customers (local footprint)
- #4 Sustainable and all natural
- #5 Empower Women
- #6 Educate the world on Mexico's spiritual traditions

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OUR SPIRIT – XAMÁN ESPADÍN

A versatile mezcal: both a worthy addition to cocktails, or a sipping mezcal for the more well-versed agave connoisseur.

Agave: 100% Espadín Joven (Angustifolia Haw),
10 years of maturation - selected and harvested by hand.

42% Alc Vol, 70cl Cont Net

Cooked in stone ovens, fermented in wooden vats,
double distilled in copper stills.

Origin: Santiago Matatlán, Oaxaca, Mexico.

Master Mezcalier: Cutberto Santiago, three generations
of mezcal tradition.



Nose: balanced smokiness, with floral and caramel notes.

Taste: Semi-dry taste evoking wild anise's typical fresh notes.
Light sweetness and fair acidity.

Pairings: citrus, pineapple, cucumber, red berries
and tamarind, but also cocoa, basil and truffle.

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OUR SPIRIT – XAMÁN CITRUS

Xamán Citrus is a modern take on the traditional “pechuga” mezcal. During the second distillation we swap the animal protein traditionally added to the still for our unique vegetarian recipe. The final product has strong citrus-y notes contrasted by the sweetness of our espadín, a distinctive and delicious mix.

Agave: 100% Espadín Joven (Angustifolia Haw),
distilled with citruses.
10 years of maturation - selected and harvested by hand.

42% Alc Vol, 70cl Cont Net

Cooked in stone ovens, fermented in wooden vats,
double distilled in copper stills.

Origin: Santiago Matatlán, Oaxaca, Mexico.

Master Mezcalier: Cutberto Santiago, three generations of
mezcal tradition.



Nose: balanced smokiness, with citric notes.

Taste: semi-dry, slightly sweet with the right acidity.

Pairings: best served alone and paired with dark chocolate.
Also try it Ice-Cold!



MARKET APPROACH



CHANNEL FOCUS

- Premium HoReCa
- Online Platforms for DTC and People's Homes
- High level private events and festivals
- Party industry

CONSUMER FOCUS

- Men and women who appreciate high quality liquors with a distinct taste.
- Habitual travelers and explorers who socialize at bars and clubs, and enjoy sophisticated mixed drinks.
- Multicultural individuals with a taste for quality products and curious to discover novel concepts.



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MARKET APPROACH

BRANDED MERCHANDISE

From colorful bracelets to warm ponchos. Here are some examples of our most popular branded add-ons.



TECHNICAL DETAILS

SIZE	70 CL
ABV	42%
CASE	6 BOTTLES
PALLETT	75 TO 110 CASES
CASE WEIGHT	9.5 KG

Our products are currently available in our bonded warehouse in Milan (IT) for distribution in Europe.

Special orders can be prepared and shipped directly from Mexico.



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XAMANIC JOURNEYS

Xamanic Journeys by Mezcal Xamán are unique curated experiences. Twice a year we host a full weekend in our two homes: Mexico and Europe

XAMANIC DAYS

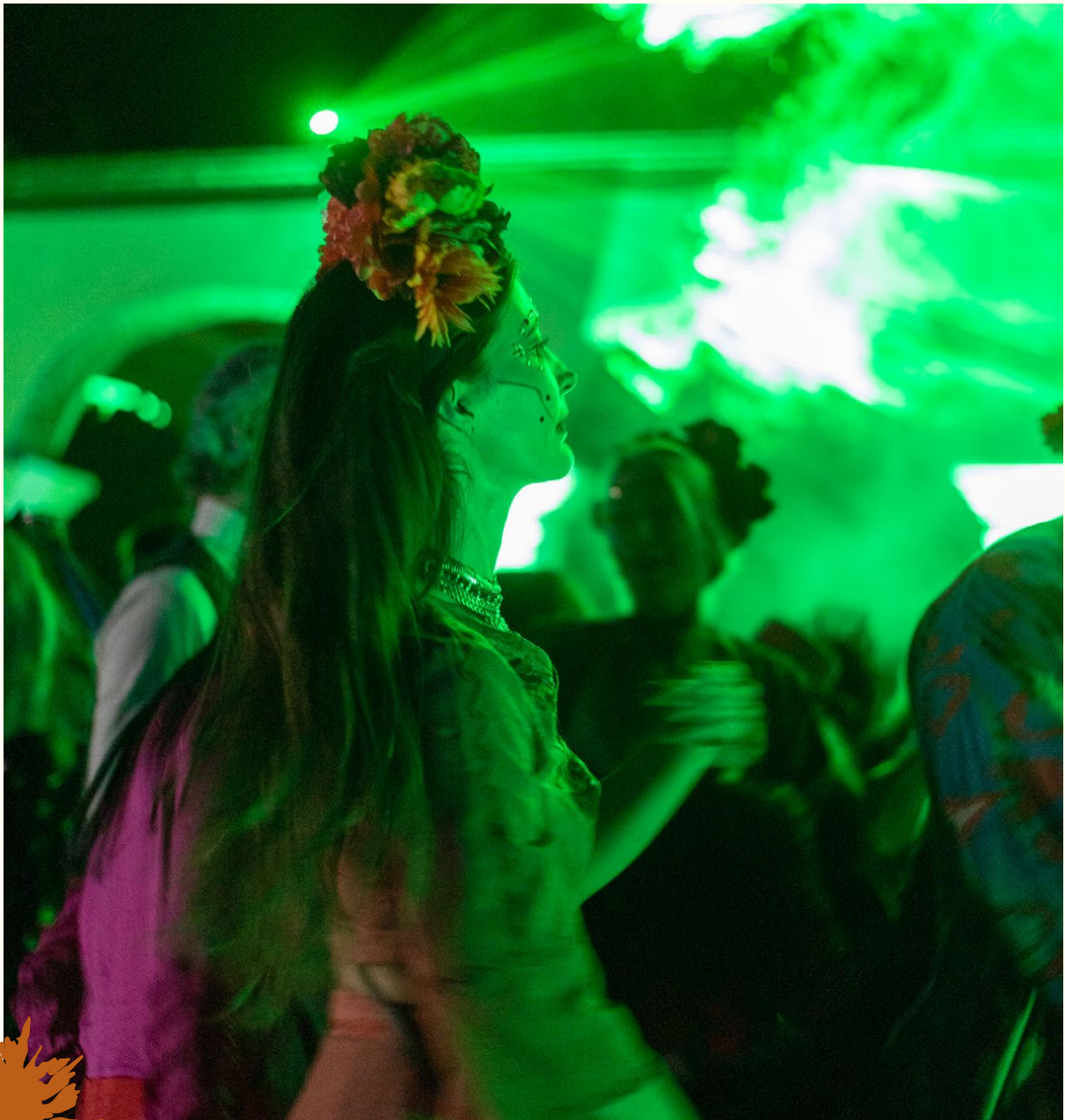
Xamanic Days by Mezcal Xamán, truly takes the brand's namesake at heart. With Xamanic Days we curate workshops bringing Oaxaca's spirituality and traditions to foreigners.



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XAMANIC NIGHTS

We curate immersive gatherings that are an homage to mezcal, music and art. We bring live painters, invite musical talent, both live and dj, and host unforgettable seated meals.





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A CONSCIOUS SPIRIT

MEZCAL XAMAN IS PRODUCED ARTISANALLY AND TRADITIONALLY

100% mezcal artesanal Denomination Of Origin (certified by the Mezcal Regulatory Council)

- The production runs on horse power: during the molienda the tahona is drawn by our palenque's horse, and no electricity is used throughout the whole production process.
- 100% agave: no added taste enhancers or chemicals.
- 100% natural fermentation.
- New cycles: for every agave that is harvested, new ones are planted.
- Family-run palenque (distillery) and fair trade: our largest cost is and always will be our mezcal. We support local producers so that they will always maintain their artisanal and traditional processes.

SUSTAINABLE PACKAGING

- Our bottle and cap are recyclable and biodegradable, to maintain and close our commitment to a sustainable production cycle.
- From our scotch tape to our boxes we use recycled, innovative and safe packaging that is plastic and styrofoam free.

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WHERE TO FIND US



CONTACT@MEZCALXAMAN.COM
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