



CONDESA & GIN MEX

TASTING DEMO MANUAL

GIN FROM MEXICO



GINEBRA PARA
EL ALMA



1. HANDMADE IN MEXICO CITY
2. BOTANICALS INSPIRED BY TRADITIONAL HEALING RITUALS
3. EVERY BOTTLE OF CONDESA GIN HELPS TO REFOREST MEXICO



1. HANDMADE IN MEXICO CITY

CONDESA GIN IS PRODUCED IN SMALL BATCHES IN THE HEART OF MEXICO CITY. EACH INGREDIENT IS SELECTED BY OUR MAESTRA DESTILADORA, CUT AND PREPARED BY HAND, AND DISTILLED ON HANDMADE COPPER POT STILLS OVER OPEN FLAME.

2. BOTANICALS INSPIRED BY TRADITIONAL HEALING RITUALS

OUR BOTANICALS TAKE THEIR INSPIRATION FROM 'CURANDERA' (TRADITIONAL HEALER) PRACTICES IN MEXICO. BOTANICALS WE WORK WITH ARE TRADITIONALLY BELIEVED TO CLEANSE NEGATIVE ENERGY, ATTRACT LOVE AND AMPLIFY CONSCIOUSNESS.

OUR DISTILLERY ONLY USES 100% ETHICALLY SOURCED PALO SANTO.

3. EVERY BOTTLE OF CONDESA GIN HELPS TO REFOREST MEXICO

1% OF ALL CONDESA GIN'S SALES CONTRIBUTES TO
REPLANTING PROJECTS ACROSS MEXICO. WE ARE
PROUD TO SUPPORT THE ECOSYSTEM WHICH
PROVIDES OUR INGREDIENTS.

WE ALSO CONTRIBUTE DIRECTLY TO URBAN
RENEWAL PROJECTS IN MEXICO CITY.

CONDESA GIN IS NAMED AFTER THE NEIGHBORHOOD OF 'LA CONDESA' IN MEXICO CITY, MEXICO'S CAPITAL

PRICKLY PEAR AND ORANGE BLOSSOM



NEW WESTERN STYLE GIN

Distilled with cactus fruit (prickly pear), orange blossom, & Mexican limes.

A bright, summery, accessible gin with 6 Mexican botanicals, perfect for people new to gin / vodka drinkers.

Pours clear (not a 'pink gin').

Perfect for gin and tonics, brambles, and makes an excellent martini.

CLÁSICA



LONDON EXTRA DRY GIN

Distilled with palo santo, sage and jasmine flower.

The only gin to contain palo santo (let them smell / handle the palo santo wood).

Highly aromatic and complex, with 12 Mexican botanicals.

Suitable for classic cocktails, like a negroni or a martini.





Formulated to celebrate Mexico's abundant flora and the traditional curandera ceremonies in which they are used.

CONDESA GIN ^M_X



CLÁSICA



MEXICO CITY EXTRA DRY GIN

Distilled with palo santo, sage, jasmine, juniper berries, coriander seeds, elderflower, lavender, rosemary, cedron, myrrh, lime peel and orange peel.

Clásica elevates classic cocktails and those with fresh profiles through its herbal, floral and citrusy flavor.

A warming, meditative and softly resinous taste is left on the palate by Mexican resins palo santo and myrrh.

HERBS TO CLEANSE NEGATIVE ENERGY.
FLOWERS TO ATTRACT LOVE.
RESINS TO EXPAND CONSCIOUSNESS.

CLÁSICA



Palo Santo | *Palo Santo*

A fragrant wood that has been used for medicinal purposes and in purification rituals for centuries. Traditionally considered a deeply sacred and spiritual tree which possesses a cleansing energy.



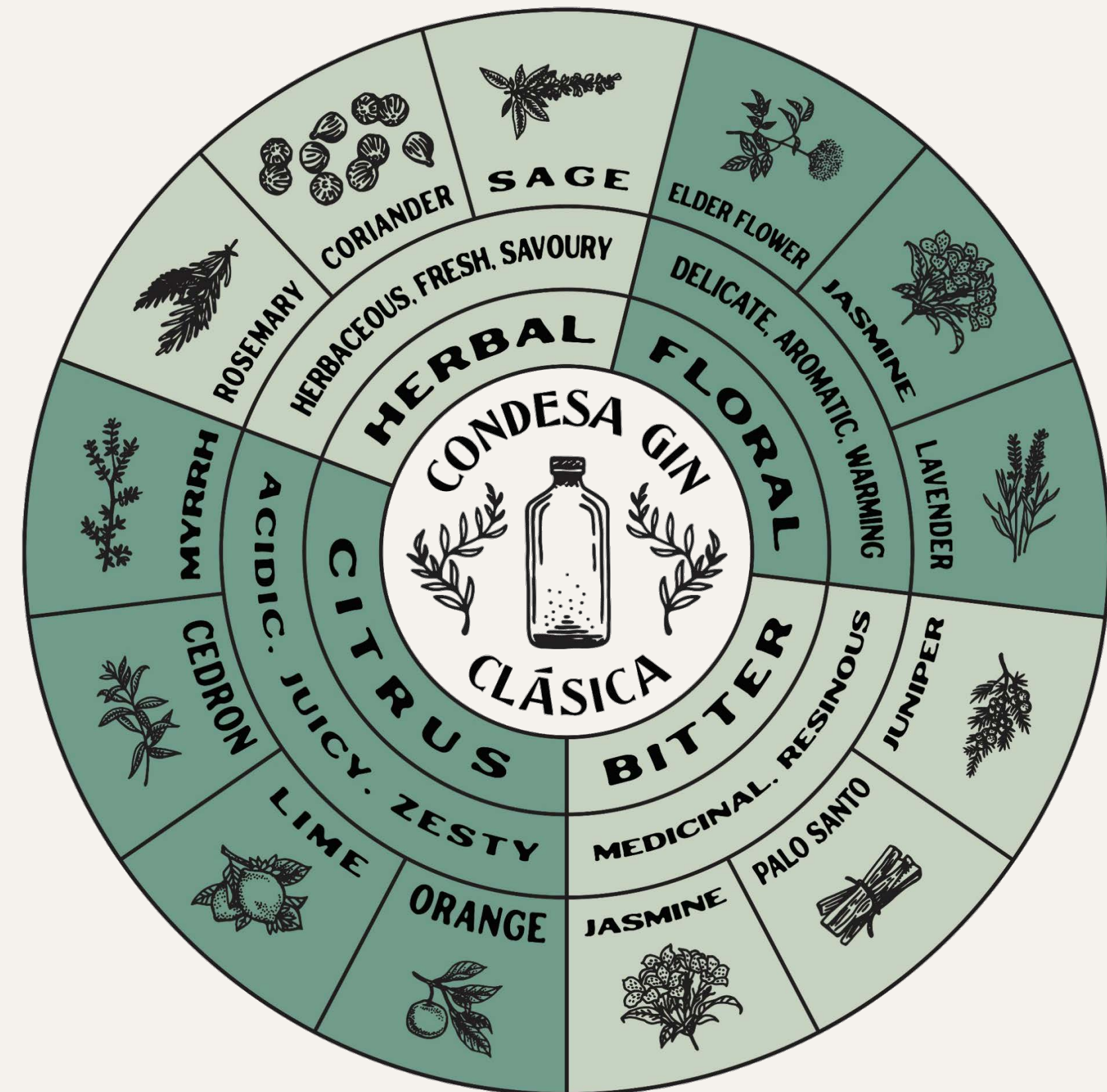
Sage | *Salvia*

Curandera healers often burn sage in their practice to cleanse the body and surrounding environment of negative energies.



Jasmine | *Jazmin*

Thought to be one of the first plants humans cultivated purely because of its scent, jasmine flowers release their aroma as the sun sets. Gardeners often place potted jasmine on balconies and patios to perfume the warm night air.



CARLOS MORA



ARCA TULUM

#60 Best Bar in the world

CONDESA GIN

NOSE

Pines, Woods, Mist

Kaffir, Citrus, Lime, Lemon Balm

Lavender, A Floral Garden

A Mexican market aisle specialized in mystical healing, Rosemary

Palo Santo, Incense, an Ominous ceremony

PALATE

Salvia, Jasmin, Gentle in Palate

A long-lasting sensation on tongue

Velvet, Resins, Oily pleasant sensation

Herbs, potions, a powerful spell

AFTERTASTE

Cedron, Herbs

Bitter, Medicinal, Slightly Spicy

A feeling that everything is good



CONDESA GIN M X



Formulated to encapsulate a sunny Mexican afternoon;
Mexican springtime in a bottle.



PRICKLY PEAR AND ORANGE BLOSSOM



MEXICO CITY EXTRA DRY GIN

Prickly pear (xoconostle) and orange blossom (azahar) combine for a clean, bright, fragrant and intriguing expression of gin, celebrating indigenous desert cactus fruit with the floral notes of orange blossom and the zest of Mexican limes.

Distilled with prickly pear, orange blossom, raspberry, juniper berries, coriander seeds and lime.

*THE GOLDEN HOUR WITH FRIENDS,
WHERE THE EVENING'S UNWRITTEN
POSSIBILITIES EXPAND.*

PRICKLY PEAR AND ORANGE BLOSSOM



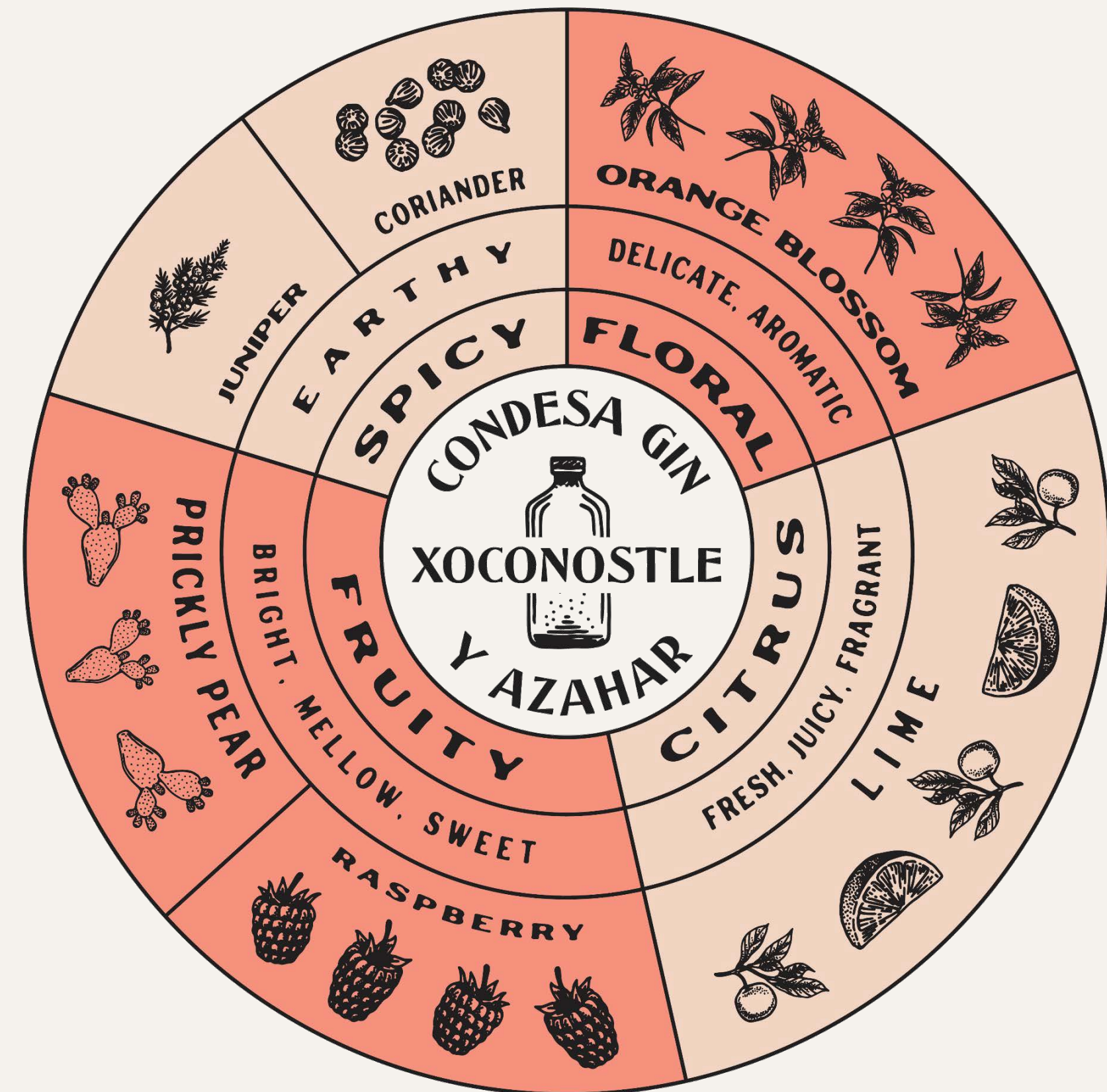
Prickly Pear | *Xoconostle*

Mexico's coat of arms bears an eagle perched on top of a prickly pear cactus devouring a rattlesnake. The design is rooted in the legend that the Aztecs would know where to build their city Tenochtitlan (now Mexico City) when they saw this scene.



Orange Blossom | *Azahar*

One of the rare plants that blooms and bears fruit at the same time, the sun-colored orange tree evokes the abundance of a springtime afternoon.



CARLOS MORA



ARCA TULUM

#60 Best Bar in the world

CONDESA GIN

NOSE

Everything that evokes pink, raspberries

Citrus, grapefruits, pomegranate

The wind blowing through a strawberries field

PALATE

Sweet, Silky, Clean, Marshmallows

Candy Cotton, Citrus, Grapefruit

Pleasant bitterness and dryness from Xoconostle

AFTERTASTE

Dry feeling, fast to vanish inviting a next sip

Citrus and Pink

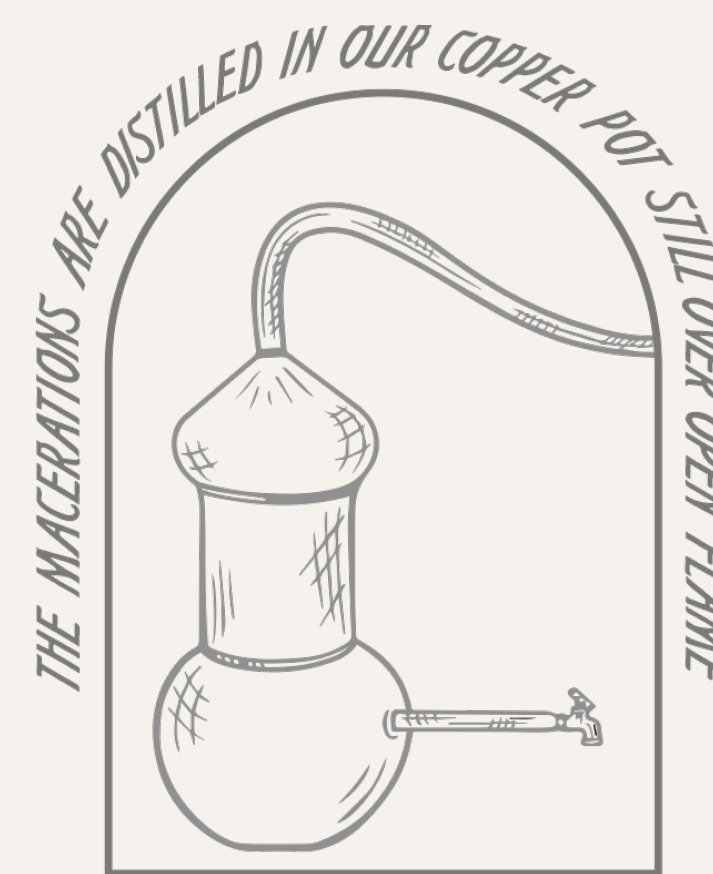
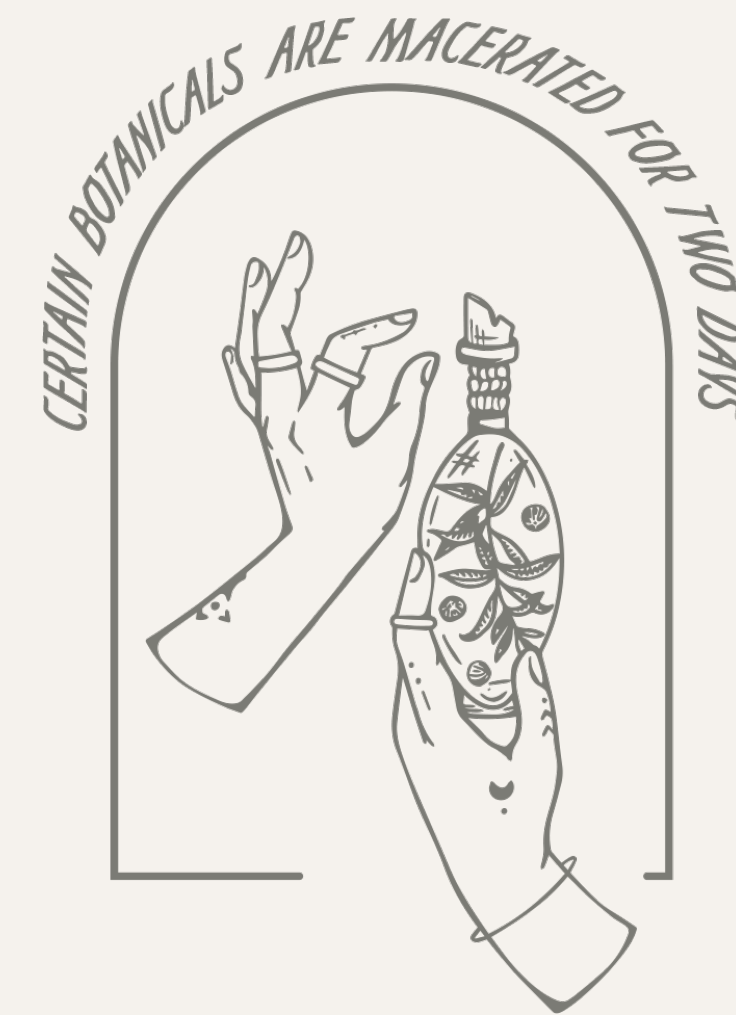
The Sunset

WHAT TO KNOW ABOUT THE DISTILLERY & DISTILLATION PROCESS

1. THE DISTILLERY, FLOR DE LUNA, IS LOCATED IN MEXICO CITY
2. HILLHAMN SALOME IS OUR AWARD-WINNING MASTER DISTILLER (PICTURED)
3. THE DISTILLERY FOLLOWS ARTISANAL, HAND-CRAFTED PROCESSES
4. OUR BASE SPIRIT INCLUDES CORN, WHEAT, BARLEY AND RYE
5. CONDESA'S BOTANICALS ARE HAND SELECTED AND MACERATED FOR BETWEEN TWO AND THREE DAYS
6. CONDESA GIN IS DISTILLED USING COPPER POT STILLS. THE STILLS INCLUDE A REFLUX CHAMBER THAT RESULTS IN A SECOND DISTILLATION
7. OUR COPPER POT STILLS ARE MADE IN SANTA CLARA DEL COBRE BY LOCAL ARTISANS



SELECTED, DISTILLED & HAND CRAFTED
TO ENSURE BALANCED FLAVOR & WORLD CLASS QUALITY.





THE SET-UP



CONDUCTING A TASTING

SALMONCITO

INGREDIENTS

1.5 Oz Condesa Gin (Prickly Pear or Clasica)
0.5 oz Red Bitter Apéritif (Campari, Select, Primo)
Juice of half a grapefruit
Top with tonic water

RECIPE

Add ice to glass

Add gin and red bitter aperitif

Add grapefruit juice and top with tonic water

METHOD

built

GLASS

Collins glass

GARNISH

Grapefruit slice





CONDUCTING A TASTING



GIN & TONIC

INGREDIENTS

50ml Condesa Clásica o Prickly Pear & Orange Blossom Gin 180ml Tonic Water

RECIPE

Into a glass with ice, add Condesa Gin of your choice. Add tonic water and a slice of lime.

METHOD

built

GLASS

stainless wine glass

GARNISH

lime slice



For gin and tonic, we recommend mixing to order rather than mixing a large batch (which will go watery/flat)

STANDARD DISPLAY

If a table space is available place the tablecloth down with the Condesa Gin logo facing the front.

Take the palo santo and sage out of the books storage container and place them on an open copy of “Be Here Now”.

Stack the books on top of one another and use them as a podium for the candle and candle holder as shown.



NOTES

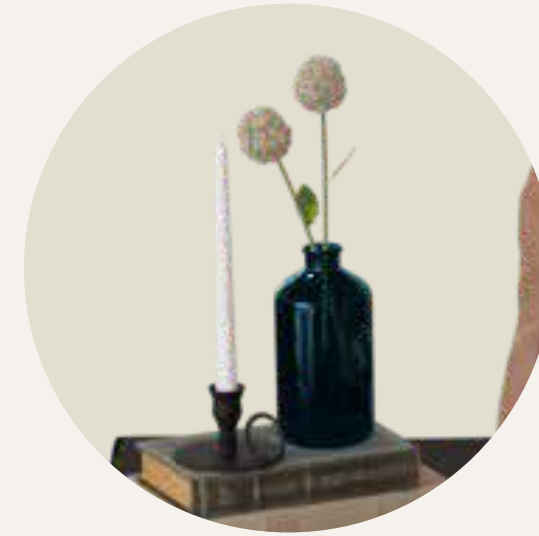
Place the items as shown. People should feel free to pick up and handle the palo santo and the sage. Please keep the books in good condition, and replace if they become damaged.



ADDITION OF FLOWERS

If the opportunity arises, or if the account is a particular focus account, reserve one bottle to use as a vase and buy some flowers from a local store.

Place the empty bottle on the pile of books and decorate with the flowers as shown.



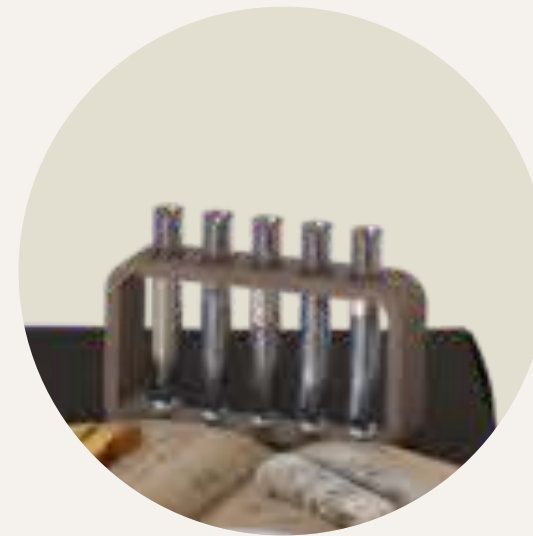
ADDITION OF BOTANICAL RACK

Some kits will have botanical display kits included. If the space allows, please place this display behind the book as shown.

People should be encouraged to touch, open and smell the botanicals.

These are a selection of our botanicals, which are macerated (mush like a teas is steeped) in neutral alcohol.

This resulting 'tea' (called a maceration) is then distilled to create our gins.



PLEASE TAKE PARTICULAR CARE WITH THE BOTANICAL DISPLAY. LET YOUR MANAGERS KNOW IMMEDIATELY IF THEY GET DAMAGED IN ANY WAY.

BOOK STORAGE BOX

Some Please use the larger of the two book boxes to store the palo santo and sage, as well as the candle(s).

You can use the smaller of the two books to store items such as stickers and postcards.



KIT CONTENTS



BOTANICAL RACK

KIT CONTENTS

PERMANENT ITEMS

QTY	DESCRIPTION	REPLACEMENT LINK
1	Empty Condesa Bottle	Request via email from hola@condesagin.com
1	4' x 4' Branded Linen Tablecloth	Request via email from hola@condesagin.com
1	Candle Holder	Link
4	Candles	Link
1	Be Here Now Book	Link
1	Faux Book Storage Boxes	Link
3	Sage bundles	Link
6	Palo Santo Sticks	Link
1	Faux Flower	Link

CONSUMABLE ITEMS

QTY	DESCRIPTION	REPLACEMENT LINK
-	Tasting Cards	Request via email from hola@condesagin.com
-	Tasting cups	Link
-	Larger Cups	Link
-	Ice, Campari, Grapefruit and Grapefruit Juice and Tonic Water (to be purchased locally)	n/a

ADDITIONAL INFORMATION



PALO SANTO

Bursera Graveolens | /'bɜːrsərə grə'voʊlənz/

PROFILE:

- A fragrant wood that has been used for medicinal purposes and in purification rituals for centuries.
- With similar compounds to **citrus**, it imbues a uniquely **resinous, earthy** and meditative quality to the gin, and is the main note in the gin's nose.
- Macerated and distilled separately and added to the final distillate based on its naturally variable potency.

GROWING REGIONS:

- Mexico: Yucatán, Veracruz, Tabasco, Quintana Roo, Oaxaca, Hidalgo, Chiapas, Campeche.
- Colombia, Venezuela, Ecuador, Peru

CERTIFIED ETHICALLY SOURCED:

- Our palo santo is cut from wood of naturally fallen trees & produced in strict accordance with governmental guidelines regulating the collection, and processing of palo santo.



PALO SANTO FOCUS

WHAT IS PALO SANTO?

"Palo santo" in Spanish means "sacred tree" or "holy wood" and typically refers to two main species:

BURSERA GRAVEOLENS & BULNESIA SARMIENTOI

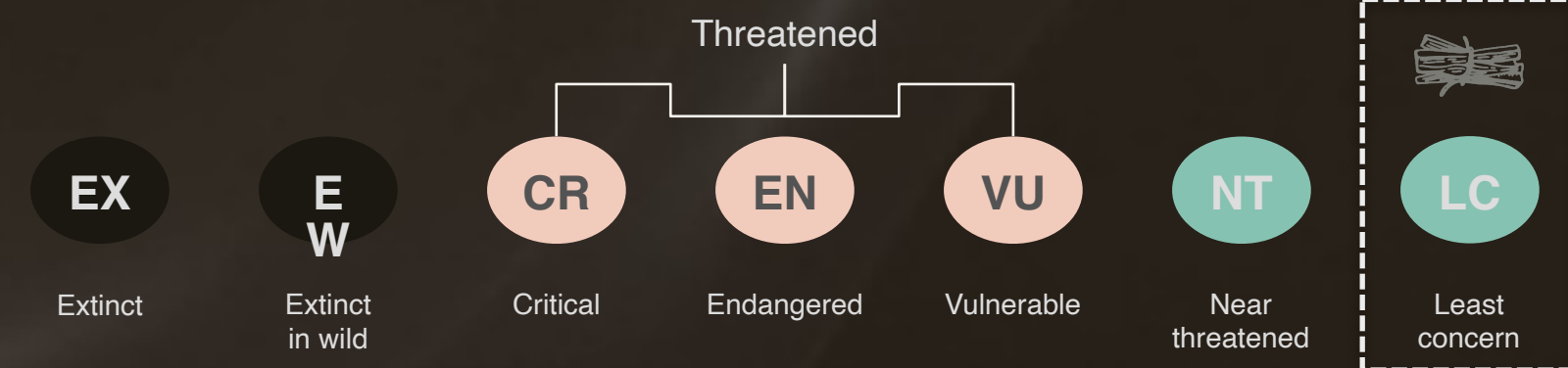
We use **Bursera graveolens**, which spans from the Yucatán Peninsula in Mexico and Central America to northern Argentina, covering several countries in between. This species population is thriving.

Bulnesia sarmientoi is mainly found in Bolivia, Paraguay, and Argentina, and it is this species that is protected.

HISTORY OF PALO SANTO PROTECTION

20-30 years ago, our species of Palo Santo was overexploited. Governments, led by Peru, classified it as endangered and temporarily banned commercial cutting, permitting only collection of naturally fallen branches.

With these regulations in place, the Palo Santo species has thrived, now rated "Least Concern" on the IUCN Red List, the highest possible rating.



Accreditation for these sustainable practices isn't universal, so we choose partners committed to responsible, regenerative sourcing and active reforestation efforts to ensure a long-term *Bursera graveolens* supply. Today, while sourcing from certified ethical sources in Peru, we are working with suppliers in Mexico to ensure their certification.

**CONDESA GIN USES CERTIFIED
ETHICALLY SOURCED PALO SANTO**



MAESTRA DESTILADORA
CONDESA
50
M X
100% AGUICILLO
GRANDE PEAR

Let's keep in touch

CONDESA
GIN

hola@condesagin.com
IG: @condesagin