



# LOS MAGOS

SPIRITS INTERNATIONAL INC.

6 FEBRUARY 2024

## **SOTOL HAS A STORIED PLACE IN NORTHERN MEXICAN CULTURE and more recently, has gained the attention of mixologists and craft spirits enthusiasts worldwide.**

Los Magos Sotol offers bright and complex notes reminiscent of its birthplace, the Chihuahuan Desert. The name Los Magos translates to 'The Magicians,' and is meant to inspire the next generation of Mexican spirit lovers to gather, share memories with friends and develop new ones filled with adventure and magic.

Los Magos Sotol is roasted in an earth oven, open-air fermented, and triple distilled to achieve an ideal balance and consistency of flavor, and finally, bottled in locally crafted glass.

Los Magos Sotol Blanco is made from 100% Sotol, never using any additives and from sotol sourced ethically and sustainably from the Chihuahuan desert.

This beautiful bottle has complex notes of citrus, black pepper, light smoke, and eucalyptus on the nose, the palate is soft and velvety with flavors of honey, savory spice, and an herbaceous finish.

Since its inception into the states, Los Magos has garnered an exceptional collection of cocktail list placements in both local and national accounts at some of the highest echelons of the hospitality industry.

**Currently Los Magos is distributed and available in 22 markets in the United States, as well as both Canada and throughout Mexico.**



**JUAN PABLO CARVAJAL,**  
*Founder*



**Location:**

Chihuahua, nicknamed The Big State, is one of the 32 federal entities of Mexico. It is located in Northwestern Mexico and shares an extensive border with New Mexico and Texas.



# SOTOL

The hidden gem of the Chihuahuan Desert

**A distilled spirit of Mexican origin  
sourced from the Desert Spoon plant**

Produced similarly to artisanal Mezcal

Takes approximately 15 years to mature  
and yields only one bottle of Sotol per plant

Found near rocky mountain areas  
of the Chihuahuan Desert grassland

Unlike agave, sotols re-produce a flower stalk  
every few years

Currently, Sotol can only be Wild Harvested





# THE LOS MAGOS SOTOL PROCESS

OUR PRODUCT IS MADE OUT OF THE HIGHEST QUALITY SOTOL PLANT,  
WILDLY HARVESTED IN ITS NATURAL HABITAT — THE CHIHUAHUAN DESERT.

## COOKING

- Core is cooked/steamed, shredded, fermented, and distilled
- Cooks in underground pits with poplar, mesquite, and oak wood

## DISTILLATION

- Triple Distilled for superior quality and approachability

## AGING

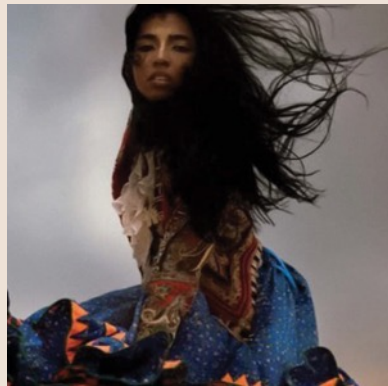
- Northern Chihuahuan desert climate is better than further south in Jalisco for aging process
- Sotol can age for much longer periods than Tequila and Mezcal
- Aged up to 12 years in White Oak Tennessee Whiskey barrels and White Oak Tequila barrels

## DEVELOPMENT

- Continuously experimenting with other uniquely aged products and barrel exchange programs
- Whistle Pig: Releasing an Sotol product aged in 10yr Rye Whiskey barrels and a whiskey aged in Los Magos Sotol



## VOGUE



"In the northern region of the country is Chihuahua, the state with the largest territorial extension in Mexico; and just as the region is vast, so are the histories, landscapes, attractions, and customs of the place."

DECEMBER 2021

## Forbes



"Juan Pablo Carvajal is notable amongst these trendsetters. As co-founder and chief production officer of Los Magos, he is bottling a brilliant and complex spirit native to the state of Chihuahua. And if he has his way, sotol will soon be a household name."

MAY 2022

## THE BUZZ

## MEN'S JOURNAL



"If the emerging Mexican spirit, sotol, isn't yet on your radar, its first American whiskey-inflected release —Los Magos Barrel-Aged Sotol WhistlePig Edition No. 1 — aims to light that fuse."

MAY 2023

## imbibe



"To complement the crisp green-pepper and citrus notes found in sotol, Patrick Connolly at Otoño in LA built a Margarita with added herbal complexity from a basil simple syrup and an absinthe rinse. 'My father's family's roots are in Chihuahua, so that's why I wanted to use sotol,' says Connolly. "

JULY 2023

## Difford's Guide

FOR DISCERNING DRINKERS



Excellent Rating,  
(4.5/5 stars)

MAY 2023





## Nasdaq “New to the Street” Spotlight

Featured on Money Maker’s  
“New to the Street” segment,  
filmed at the Nasdaq Marketsite  
Studio in Times Square on  
December 12, 2023.



# LOS MAGOS SOTOL BLANCO

## TASTE PROFILES & NOTES

A proprietary mash recipe developed by our founders and 6th generation Sotoleros

### APPEARANCE/COLOR

Crystal clear, colorless

### NOSE/AROMA

Complex notes of green herbs, vibrant citrus, black pepper, eucalyptus, light smoke, wood

### FLAVOR/TASTE/PALATE

Fresh honey, savory spice, light anise, soft & velvety mouthfeel

### FINISH

Medium length, warm & sweet tones with light smoke and earth notes on the back palate



# FLEXIBILITY OF THE SPIRIT

A VERSATILE FLAVOR PROFILE FOR A MODERN AUDIENCE



**Ranch Water**



**Negroni De Chihuahua**



**Machaca**



**Café de Olla Sucia**



# AWARD WINNING LINE-UP



**BLANCO**  
Award Winning Label



**WHISTLEPIG EDITION #1**  
Award Winning Label (allocated)



**BARREL AGED 6-YEAR**  
Reserva (allocated)



## SUSTAINABILITY

Mechanized farming, natural resource extraction along with development of pipelines for its transportation have had a significant negative impact on the habitat in many areas of the Chihuahuan prairie and borderlands with Texas.

**This is why we are committed, not only to the sustainable practices of our business, but to the education on and better understanding of eco-friendly farming and industrial practices world-wide.** We strictly adhere to governmental environmental impact assessment and licensing standards while adopting production practices that are sustainable environmentally, economically, and culturally.

**The beating heart of our products lies in ensuring much of the natural Chihuahuan habitat, which is home to the dasylirion, remain “un-cultivated”;** protecting and preserving the ecological balance by never harvesting more than 40% of the available mature sotol plants and leaving a portion of the roots and leaves to ensure regeneration, by maintaining a healthy balance of space for new growth, managing water, reducing fuel that would exacerbate fires, undertaking seed recollection, seedling care, soil regeneration programs and continual reforestation work. These lands are also home to a plethora of indigenous flora and fauna whose lives are critical to the vitality of the land on which they subsist.

**This ecological balance we strive to ensure is a core brand value and your support of Los Magos Sotol furthers this effort.**





## THE AWARDS



### American Distilling Institute Awards 2022

Best In Class  
Best Of Category  
Gold Medal  
Silver Medal



### San Francisco Spirits Competition 2022

Gold medal: Los Magos Sotol Reserva de Don Celso 6 year  
Gold medal: Los Magos Sotol WhistlePig Edition #1



### Ultimate Spirits Challenge 2022

Top 100 spirits of 2022  
Excellent Rating: Los Magos Sotol Blanco  
Excellent Rating: Los Magos Sotol WhistlePig Edition #1  
Excellent Rating: Los Magos Sotol Reserva de Don Celso 6 Year



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