



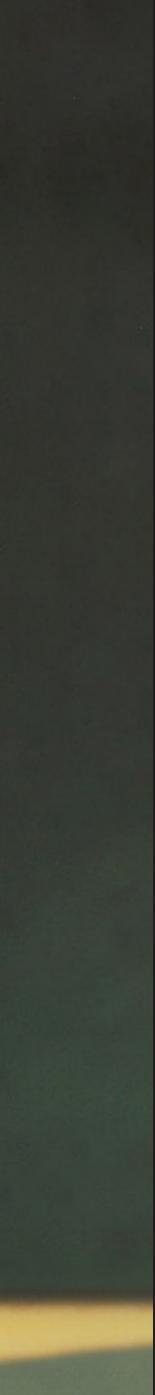




did not find you











A spirit born in Oaxaca and drank by the roorld



We crafted it like the masters have for hundreds of years

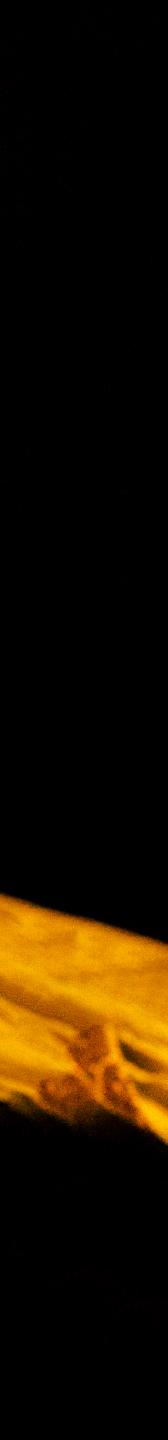


We buried our agave in the earth and set it ablaze



And from the remains, our spirit roas born





And from the remains, our spirit was born



SA

Unforgettable





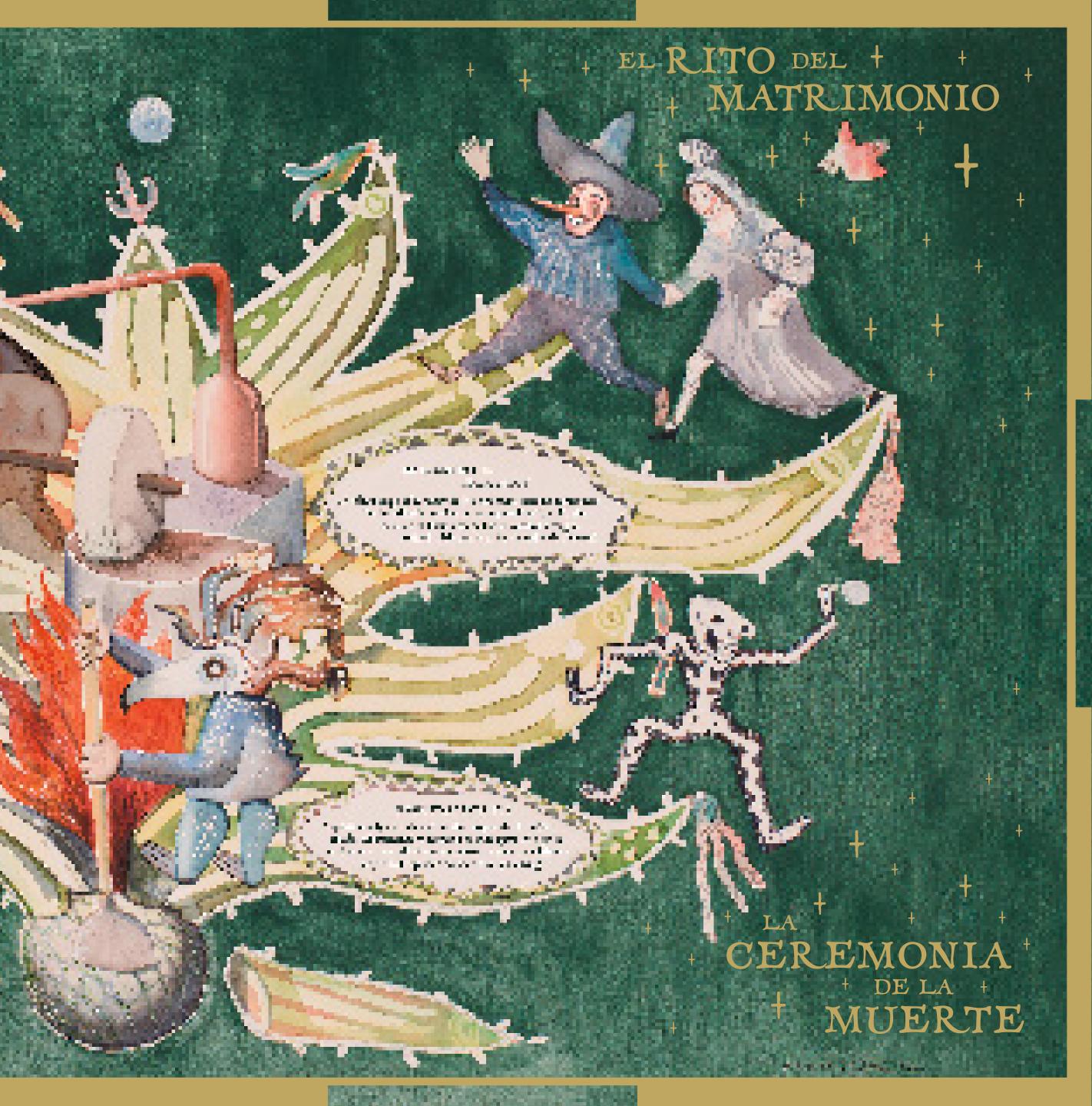


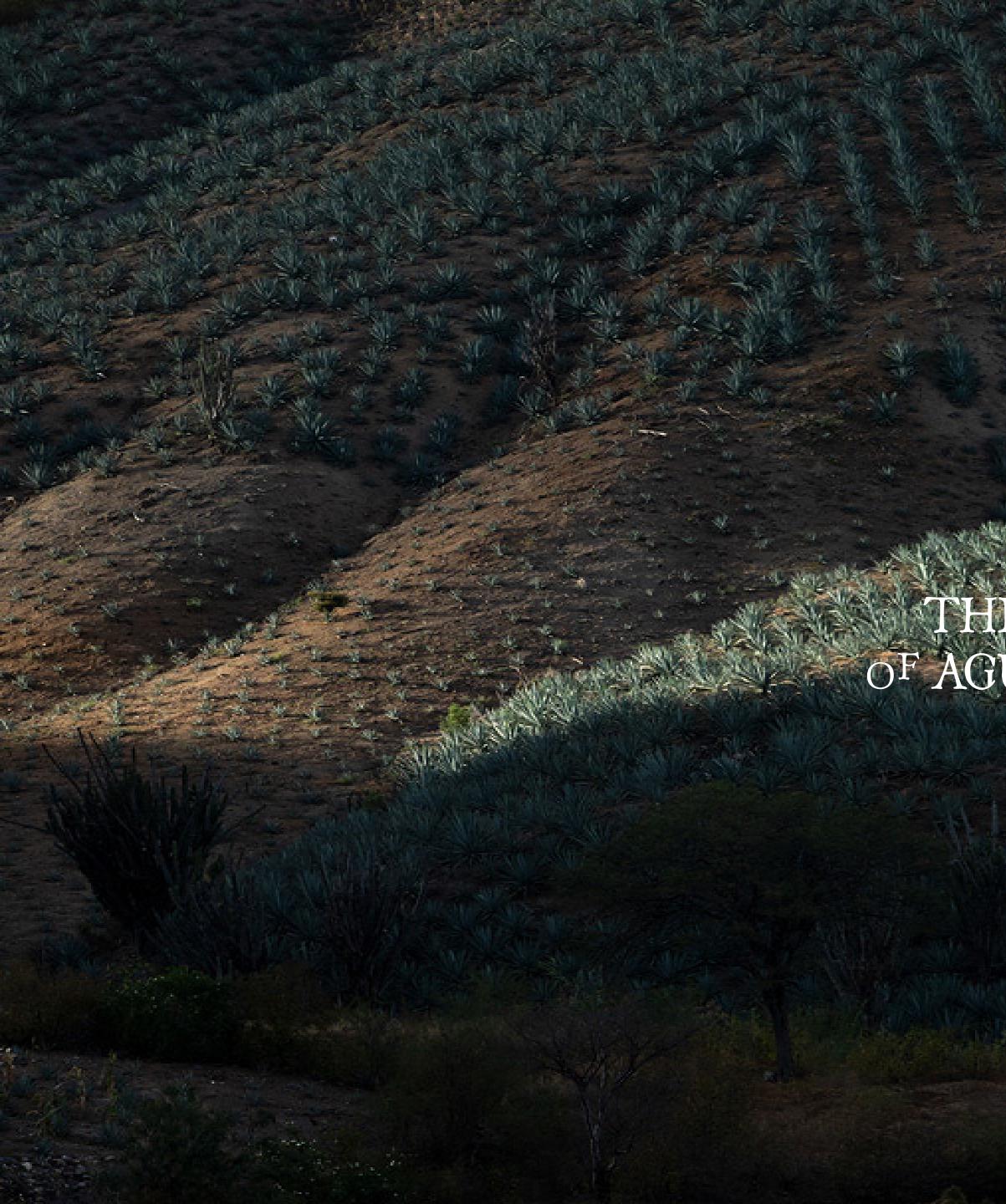
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ALCONEL AND AND AND A

MILAGRO + DEL + + + NACIMIENTO

STORMAN CONCERNING ST





THE STORY OF AGUA MÁGICA



+ Our spirit endures through magic. $+^+_+$

As its makers, roe invite you to discover its depths. +

Agua Mágica is a spirit more than a mezcal. It uses single village mountain agave from San Juan del Río, home to the sweetest agave in Oaxaca. Its magic celebrates the tensions that make mezcal so desirable, exploring the wonders that lie between the terrestrial and celestial, the celebration and ceremony, and the ancient and modern.

THE STORY OF AGUA MÁGICA

After more than two years in search of the best maestros mezcaleros, Rafa partnered with Maestro Mezcalero Rogelio Juan and his son, Julio. Rogelio and Rafa share the same passion for mezcal, and in each other, they found the perfect partner to materialize their dreams and honor the spirit's magic.



Rogelio's journey to Agua Mágica goes back centuries, with generations of San Juan's mezcal distilling knowledge being passed down to him and his son. While it was always Rogelio's dream of continuing his family's mezcal tradition, his ambitions were put on hold for almost 20 years due to lack of economic opportunity. Rogelio spent this time doing fieldwork in California until 2008, when he came back to San Juan and began putting his father's and grandfather's teaching into practice, finally fulfilling bis lifelong dream of supporting his family and town through mezcal.

THE STORY OF AGUA MÁGICA



THE MAGIC OF SAN JUAN DEL RÍO

and the

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It is said that the gods gave the mythic village of San Juan del Río the ideal natural elements to craft the best mezcal. The magic of these elements lives everywhere through the village, from the land's rich soil to the rivers that run deep with mineral water. Its steep terrain challenges our agave, giving it a stronger sugar concentration for a richer, more complex depth of flavor. The production of Agua Mágica follows the tradition of using banana leaves to cook the agave, stones from the Río Grande to mash the piñas, and mineralized water also from the Río Grande.

Like the grape, our agave has flavors and aromatics that derive from the soil, altitude, and climate in which it is grown. Within its rich, reddish soil, the perfect combination of *natural phenomena* crystalizes in San Juan del Río unlike anywhere else.

We use high mountain agavoes.

We source our agaves exclusively from the village of San Juan, supporting the growth of the community while respecting the cycle of nature and planting three times the agave we take from the land.

We harvest only seven years old mature Espadín, and 15 years old Tobalá agaves, giving the earth time to regenerate. The steep inclination in the terrain helps the agave retain less water, increasing the agave sugar concentration.

THE MAGIC OF SAN JUAN DEL RÍO







Agua Mágica is an ultra premium single-village sipping mezcal. Our mission is to *redefine mezcal* as a global luxury spirit, and to give rise to the artisans and communities of Oaxaca



Agua Mágica offers the possibility to explore the unknown through the eyes of magical realism.

Our Promise

REASONS TO BELIEVE



We have created a high-quality artisanal mezcal celebrating the diversity of agaves, the terrain of San Juan, and artisanal production techniques.

+

High Quality Product

Community Development & Sustainability Approach

We have built a partnership with our mezcaleros in Oaxaca, agreeing to premiums above the industry, allowing the Maestro Mezcalero to pay higher wages to farmers, and reinvestment in the Palenque.

> We uphold the following practices, and are working to constantly improve our approach:

RECYCLING BAGASSE WASTE TO MAKE COMPOST FOR AGAVE FIELDS.

REUSING THE BAGASSE TO PRODUCE ADOBE BRICKS TO DONATE THEM TO THE COMMUNITY.

RECYCLING AGAVE STALK TO PRODUCE AGAVE FIBER.

+

Respect for Mature & Tradition

Maestros Mezcaleros used generations of tradition and practice to produce mezcal from whatever agave the soil gave them, respecting the cycles of nature. Mezcal used to be all ensambles, but the growth of the category has driven a high demand for Agave Espadín.

Our Ensamble of Espadín & Tobalá agaves offers a crisp and flavorful experience that inspires magic in every sip.

To ensure that Agua Mágica appeals to a wide range of drinkers, we created a smooth profile that brings out the sweetness of agave and balances it with natural tasting notes of fruits, caramel, and vanilla.

+

We invite drinkers to try new flavors, experience our spirit, and embrace a cultural ritual that reflects the heritage of a magical 1000-year-old Oaxacan tradition. We invite drinkers to sip mezcal and enjoy each unique note.

Smooth Taste Profile



BRAND BENEFITS



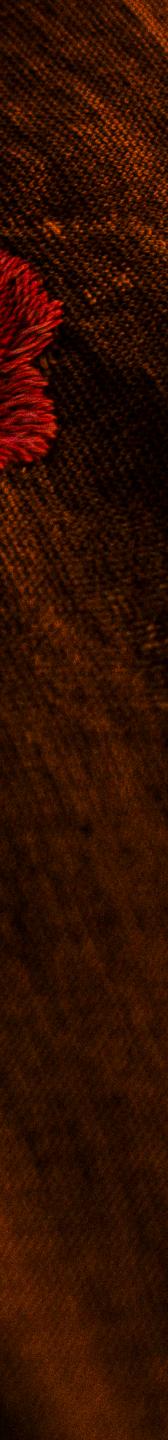
I can enjoy the complexity of mezcal, through a smooth flavor that offers layers of tasting notes.

Emotional Benefit

Agua Mágica makes me feel daring and knowledgeable.

Functional Benefit

BRAND CHAR ACTER



Archetype Magician

Provocateur

Refuses to be ignored, stimulates risk, and offers the possibility of experiencing life's deeper mysteries and joys

Guardian

Keeper of traditions, legacy, and values

Playful, spontaneous irreverent, mischievous, and boldly original

Skill as a self-starter. High tolerance for ambiguity and complexity

Charismatic

Entrepreneur

Creative

Highly imaginative, with a developed sense of aesthetic. Likes environments that are reflective of good taste and a unique point of view

Freedom & Inclusivity

We value our freedom and support all forms of self-expression



BRAND WORLD



Brand World

+

- We will bring the mezcal world to life through the lens of *Magical Realism*:
- What happens when a highly detailed, realistic setting is invaded by something too strange to believe?

The *tension* of Ancient and Modern Mexico

The *tension* of Celebration and Ceremony

The *tension* of the Terrestrial and the Celestial

Magic lies between these tensions and between worlds

















+



PROVOCATIVE

EMPATHIC

JOYFUL

CHARISMATIC

Gabriel García Márquez is our reference. Márquez tells the tales of the magical and supernatural in a calm, matter-of-fact way, as if these events were normal and part of everyday life.

ENCHANTING

MYSTER IOUS

AUTHENTIC











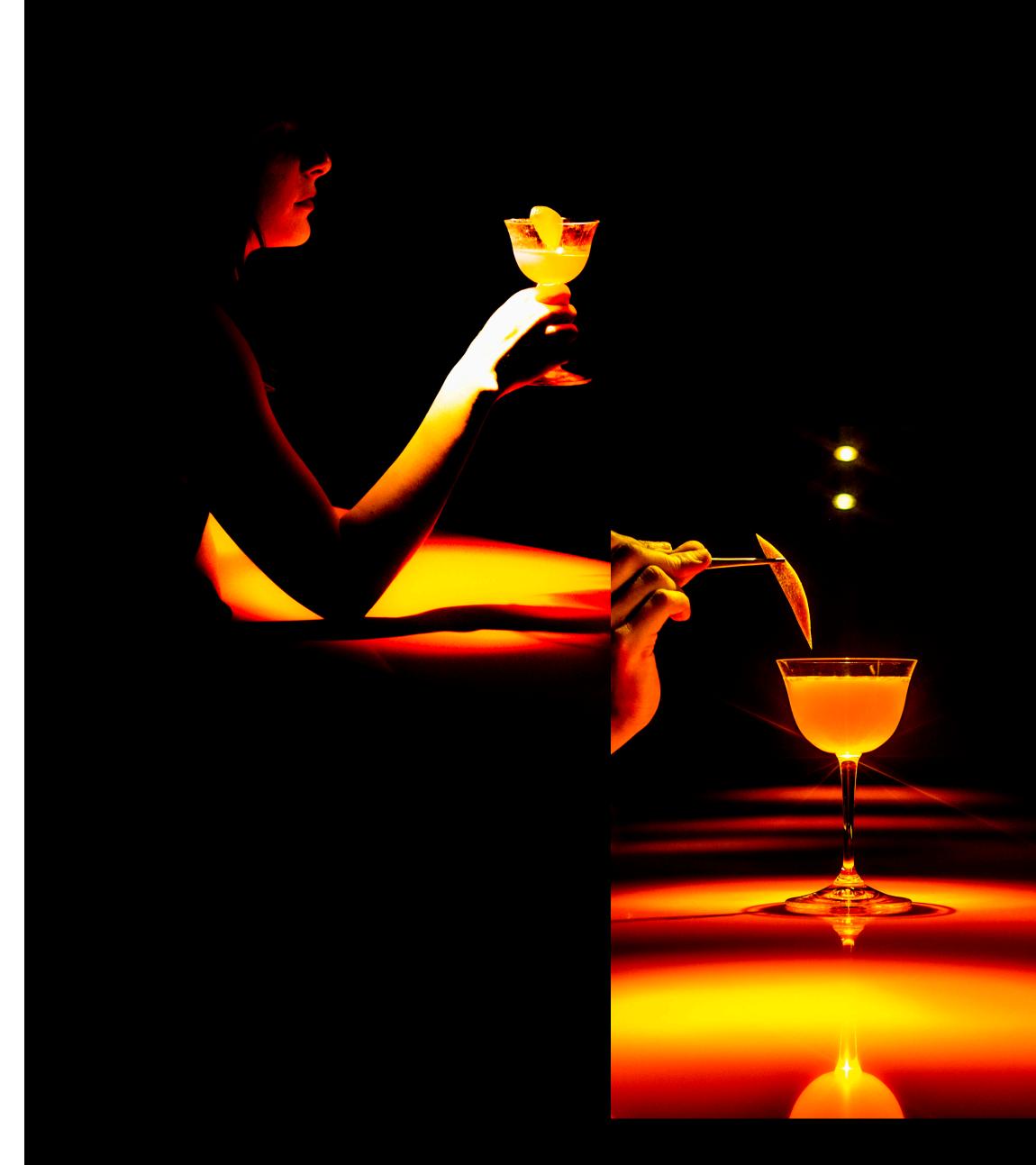


Target Consumer

Our hero consumer is 30 - 45 age range.

A cultural seeker and world traveler with an eye for design. They are strong advocates of modern values, whether they are social or environmental. They strive for some substance, and more authentic and meaningful lives. Naturally curious to explore other cultures. They are knowledgeable consumers with disposable income attracted to niche, premium, elevated experiences. "Underground" type of cool. Not "trying" type of naturally cool style, private experienced with close knit group, isn't flashy.

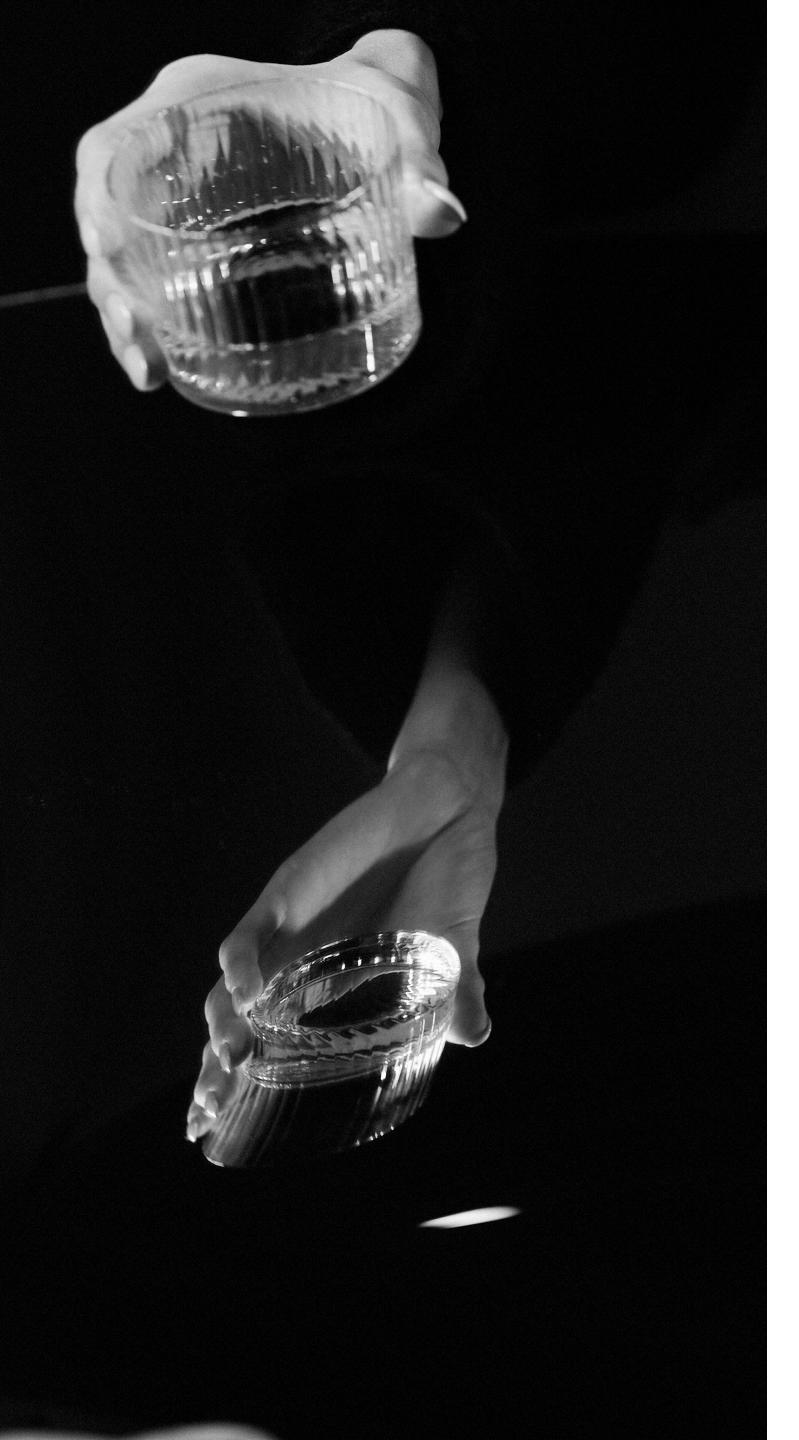
> Main interests: Fashion, Art, Gourmet, Entrepreneurship.





+ +





In Oaxacan tradition, every village appoints a trusted member as Mayordomo and they are bestowed with a great responsibility: to keep the festivities alive. This is the person who brings the mezcal, ensures no glass runs empty, and transforms

the night into a legend that lives on forever. We proudly pass on this role to you. As mayordomo of Agua Mágica, it is your duty to keep our spirit alive. We trust you to share our mezcal with good company. Use its smooth flavors of agave, caramel, and vanilla to draw people in. Bring out their magic with the spirit of ours.

Now, embrace the *Mayordomo* and let it take on a life of its own.

Drink Ritual

Open Agua Mágica and you take on an Honored Role: The Mayordomo



+



Herbal Notes Fruit

Smooth, fruity feel and mineralized flavor. Smooth and flavorful.

It feels fresh, with a slightly salty flavor, as if drinking water from the river.

Cooked maguey, slight smell of smoke.

+ Tasting Motes



MINERALIZED FLAVOR

SMELL





ol. Cont. Net. 75010 ol. Contest to the al sociol 'svallsender withooo as and to av taleat states sos 'al vity fild of to a noo voloy a volo

OVERVIEW

The Agua Mágica brand identity consists of a logotype and a secondary mark, both shown here.

Both marks are rich in historical reference and speak to the longstanding tradition and pride that surrounds mezcal and the deep culture that it originates from.

The logotype mimics imperfections and character-filled letter forms of ancient manuscripts, connecting and interacting with one another to create a unique form.

The secondary mark is a custom interpretation of Cocijo, the lightning deity from pre-Columbian Zapotec civilization where present day Oaxaca sits. Its playful details command attention and bring to life the joy of Agua Mágica.

LOGOTYPE

SECONDARY MARK







OVERVIEW

The Agua Mágica logotype is the primary logo for the brand. The logotype is based on the typeface Lagarto, but has been altered dramatically to include custom flourishes and unique letter form interactions.

The logotype has been optically centered vertically to account for the flourishes of the first letters of each word, and should not be altered, but used always as shown here.



LOGOTYPE

AGIA YAGIA

CLEAR SPACE AND MINIMUM SIZING REQUIREMENTS

The Agua Mágica logotype should always have sufficient space around all sides to ensure its integrity.

Minimum clear space is easily determined by using 25% of the total height of the logo around all four sides. Once the clear space is accounted for, adjustments should be made to ensure the logotype is optically centered.

The logotype should not be used at a size smaller than the example shown. Doing so would jeopardize the integrity of the logotype and risk illegibility.



LOGOTYPE

25% of X



PRINT



DIGITAL

OVERVIEW

The Agua Mágica secondary mark is also meant to represent the brand, but should not be used as the primary representation. It should be used in conjunction with the logotype in some fashion.

The secondary mark references Zapotec gods and brings a playful, mischievious character to Agua Mágica.

SECONDARY MARK



CLEAR SPACE AND MINIMUM SIZING REQUIREMENTS

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SECONDARY MARK



25% of X





DIGITAL

TYPHOGR APHY

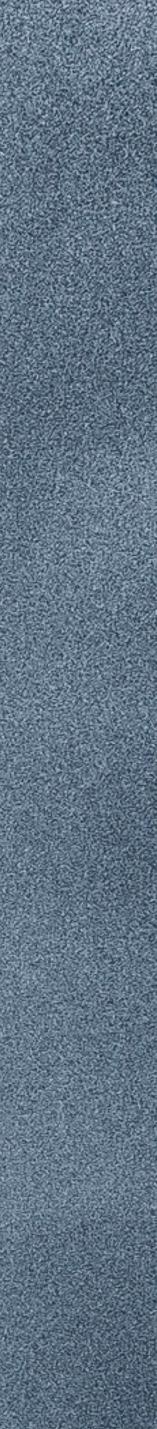
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Title

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Nel Ornell' State





LAGARTO

Named after a colonial illuminator and scribe, Lagarto translates characters thought to be from the 1500s into a usable typeface that references the rich culture that mezcal shares.

Imperfect letters and unique flourishes give the brand a lively, approachable personality while still referencing the history it aims to pay homage to.

Lagarto is used as the primary brand font and was the starting point for the logotype. Different combinations of roman and italic, upper and lowercase forms create interest and allow it to be used in most cases alone.

LAGARTO ROMAN

ABCDEFGHIJKLMNOP abcdefghijklmnopqrstuvwxyz 1234567890(.,?!@#\$%&*)

LAGARTO ITALIC

ABCDEFG abcdefgbijklmnopqrstuvervz 1274567890(.,?!@#\$%8

LAGARTO ROMAN SMALL CAPS

KLTGA KST

XYZ

HELVETICA NOW

Helvetica Now is a slight modernization of the original Helvetica, a super legible, straightforward typeface that pairs well with the personality-driven Lagarto.

These simple forms and familiar shapes are used in moments where the personality of the brand should recede, and information comes forward. It may be used in uppercase or sentence case.

HELVETICA NOW DISPLAY REGULAR

abcdefghijklmnopqrstuvwxyz 1234567890(.,?!@#\$%&*)

HELVETICA NOW DISPLAY MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(.,?!@#\$%&*)

AKZIDENZ GROTESK BQ

Akzidenz Grotesk BQ is a bold, geometric sans-serif that is used to convey important information. It should never be used as a primary brand font and is reserved only for elements such as nutrition facts or government warnings.

AKZIDENZ GROTESK BQ CONDENSED MEDIUM

abcdefghijklmnopqrstuvwxyz 1234567890(.,?!@#\$%&*)

AKZIDENZ GROTESK BQ CONDENSED BOLD

abcdefghijklmnopqrstuvwxyz 1234567890(.,?!@#\$%&*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PITCH

Pitch is a modern slab-serif typeface that mimics typewriter letter forms that came before it. It is also reserved for very tertiary elements of the brand, primarily the informational pieces of a bottle label, such as the lot number and production region.

PITCH REGULAR

abcdefghijklmnopqrstuvwxyz 1234567890(.,?!@#\$%&*)

SYSTEM OVERVIEW

This is an overview of the Agua Mágica typography system showing its complete hierarchy in descending order.

Scales have been determined to best lead users through information and to call out important parts of the label on packaging specifically. All type decisions were made with the logotype and other brand elements in mind.

HEADLINE / H1 LOREM IPSUM

SUB-HEADLINE / H2 LOREM IPSUM DOLOR

SUB SUB-HEADLINE / H3 LOREM IPSUM DOLOR

BODY

Lorem ipsum dolor sit amet

INFORMATIONAL / DESCRIPTOR (I.E. COMPANY INFORMATION) LOREM IPSUM dolor sit amet

LEGAL (I.E. GOVERNMENT WARNING LOREM IPSUM DOLOR SIT AMET

TERTIARY ELEMENTS (I.E. LOT NO. AND REGION STAMP) LOREM IPSUM DOLOR

LAGARTO ROMAN

Tracking: -25 Leading: 100% Case: UPPERCASE

LAGARTO ROMAN

Tracking: -25 Leading: 100% Case: UPPERCASE

LAGARTO SMALL CAPS

Tracking: -25 Leading: 100% Case: SMALL CAPS

LAGARTO ROMAN OR ITALIC

Leading: 120% Case: Sentence case

HELVETICA NOW DISPLAY REGULAR

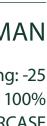
Tracking: 0 Leading: 120% Case: UPPERCASE, Sentence case

AKZIDENZ GROTESK BQ CONDENSED MEDIUM Leading: 120% Case: UPPERCASE

PITCH REGULAR

Leading: 120% Case: UPPERCASE















Tracking: 0

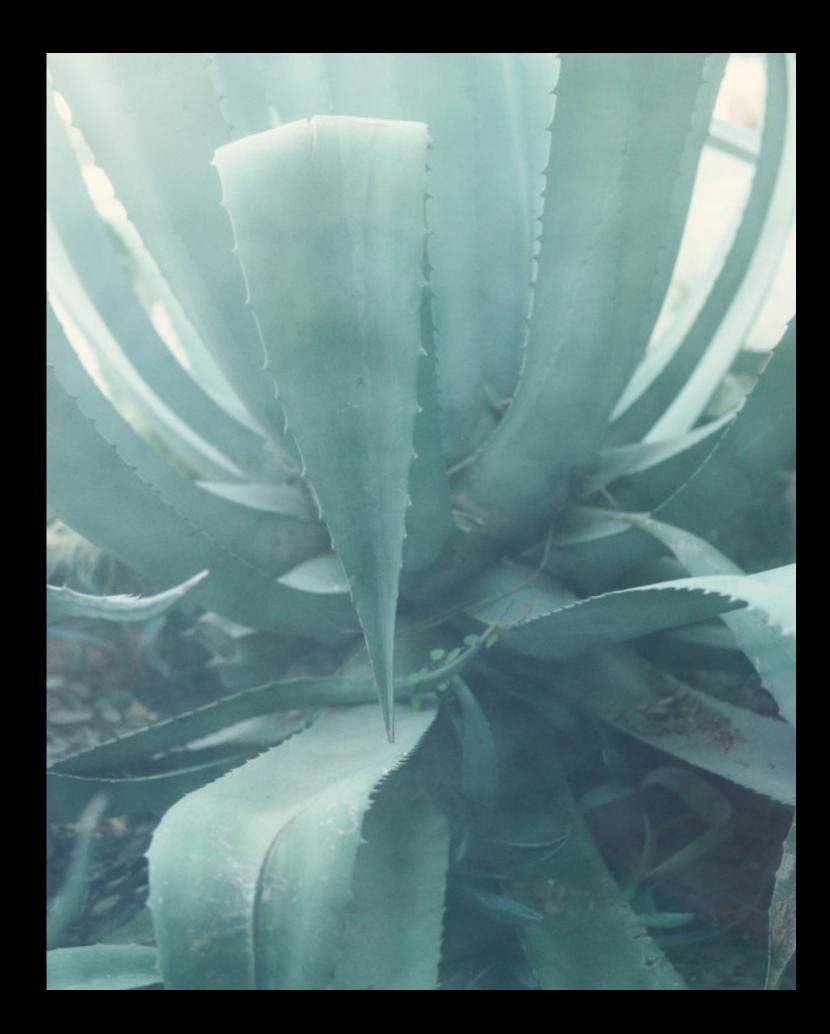




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Primary Colors



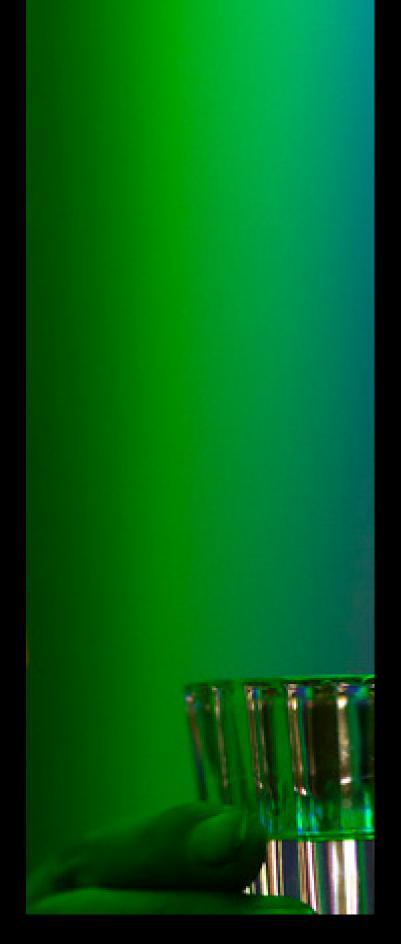
GREEN / AGAVE



GOLD / MAGIC

Secondary Colors

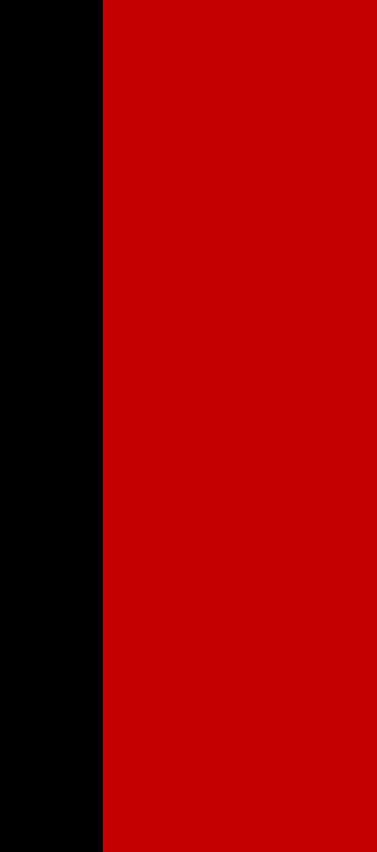


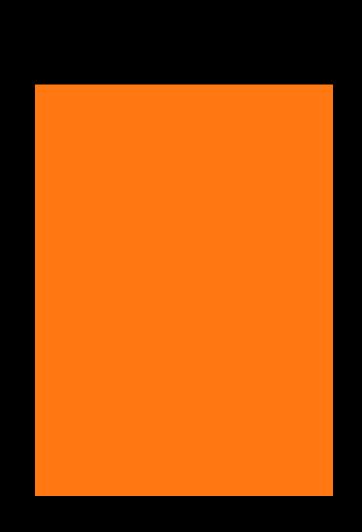


BLUE / FRESH

NEON / CONTEMPORARY















Cocktail Photography















Cocktail Photography

