

JUNE 2020

Vanadio #016 del Cuauhtémoc CDMX
FUSIÓN MEXICA SAS DE CV
CEO ADRIAN LÓPEZ
+52 1 55 8342 2912



FAIR TRADE MEZCAL



FAIR TRADE COMPANY

ALIANZAS Y REDES SOCIALES
#frutoraizac #mezcalkooben

OUR SOCIAL PROJECTS

IN FUSIÓN MEXICA WE TAKE CARE OF THE SOCIAL WELFARE

Handmade Mezcal its concentrated 10 kilograms of agave per litter instead of 3 kilograms per litter. Our products are focused on fair trade mentality, and also we are rebuilding homes at Cerro costoché in Oaxaca; the places were destroyed last 2017 because of an earthquake. Last August, we have rebuilt 3 homes in alliance with Fruto Raíz AC



46% OF THE CUSTOMERS PAY MORE FOR HANDMADE PRODUCTS AND 70% PREFER TO BUY SOCIALLY RESPONSIBLE PRODUCTSS



People benefited from this program



Tobala / Potatorum Wild Agave ALC 45% VOL.



Balanced flavor between floral and sweet, This wild agave is one of the most popular because its flavor.

The feeling is similar to a fresh walk among green pines.

- Agave plant name: **Potatorum**
- Agave years old: **12 Years**
- Region: **Sierra madre occidental**
- Spices: **Wild Agave**
- Grinding: **Tahona on pink quarry**
- Water: **Springwater**
- Fermentation: **Pien wood**
- Destination: **Double**
- Alembic: **Copper**
- Growth altitude: **Between 1750 and 2,000 MASI**

Espadín/ Angustifolia Haw Classic Agave ALC 38% VOL.



The traditional flavor of mezcal, smoky and citric, the spores of our orange tree goes direct to the fermentation naturally. The feeling of drinking is similar to nostalgic, brings you back memories of your ancestors after a long hard workday.

- Agave plant name: **Angustifolia**
- Agave years old: **8 Years**
- Region: **Central valleys of Oaxca**
- Spices: **greater geographical distribution**
- Grinding: **Tahona on pink quarry**
- Water: **Springwater**
- Fermentation: **Pien wood**
- Destination: **Double**
- Alembic: **Copper**
- Growth altitude: **0 and 2,000 Meters above sea level**

Madre Cuishe / Karwinskii Wild Agave ALC 45% VOL.



This mezcal has a herbaceous and citric flavor on the palate. The feeling is similar to walk among green and tall grass on a sunny day through the valleys of Oaxaca.

- Agave plant name: **Karwinskii**
- Agave years old: **12 Years**
- Region: **Central valleys of Oaxca**
- Spices: **Microendemic**
- Grinding: **Tahona on pink quarry**
- Water: **Springwater**
- Fermentation: **Pien wood**
- Destination: **Double**
- Alembic: **Copper**
- Growth altitude: **Between 750 and 2,000 Meters above sea level**



WHO ARE OUR CUSTOMERS?

People who want natural and premium liquors and have a strong feeling of helping others. They prefer to consume handcrafted spirits and feel the real taste of the beverages also they are passionate for Mexican culture and our roots.

What's means our codex?

All starts with Energy, this world, and the universe has been created at the beginning with Energy. This codex represents the fire that starts on the oven and prepares the Agave plant for its transformation.

Flow is essential for life, Energy goes with the flow directly to the oven, plants grow due to the natural cycle, the flow of water produces life in uncountable ways. This codex means the natural flow of life.

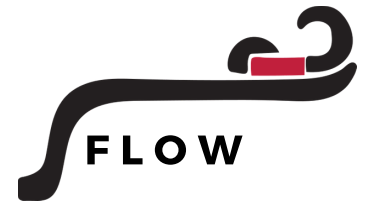
This codex is about nature and represents Agave plants, the raw material to produce our beverage. This world is all about nature and takes care of the earth.

Strong as rock and solid as mountains this codex is inspired by these elements. When you put all these codexes together you will create Mezcal.

The last codex is about Mezcal, all of those elements live in our codex. Every one of those has to preserve our traditions and flavors.



ENERGY



FLOW



NATURE



BUILD



MEZCAL

Tobala



To appreciate the wild aromas and the floral flavors Of Mezcal K'óoben Tobala is recommended to drink cold in a Rock Glass.

Mezcal and food pairing

This kind of mezcal is fresh and well balanced thus is good to pare with green tomatoes cut on slices and little black pepper also could be paired with green fruits like cantaloupe, grapes, and apple.



Espadín



Our traditional and smoky Mezcal. We drink this one in a glass know as a veladora or candle glass, this one is a traditional Mexican glass, has a cross right at the bottom.

Mezcal and food pairing

The smoky flavor is well appreciated with salty foods as a Serrano Ham and Olives could be paired with sweet fruit like pineapple or orange.



Madre Cuishe



This wild agave is well known as a dry spirit beverage so Mezcal K'óoben Madre Cuishe variety is recommended to drink Straight into Riedel Performance Spirits Glass.

Mezcal and food pairing

The dryness, the floral flavors, and the herb sensation will be exposed if you chew dark chocolate meanwhile you take a little sip of Mezcal.

