



OJO DE DIOS

MEZCAL

AUGUST 2021



“‘OJO DE DIOS’, OR ‘GOD’S EYE’ IS THE EYE TO THE SOUL OF MEXICO”



Celebrated in huichol art, ‘Ojo de Dios’ is deeply rooted in the ancient traditions of the indigenous people of Mexico.

30,000 beads are hand placed one-by-one over an animal’s skull, fixed with a layer of native beeswax. Each pattern leads to the ‘Ojo de Dios’ at its centre, granting the owner the power to see and understand things unknown to the physical eye.

OUR STORY

Maestro Francisco Ortiz is a 3rd generation Mezcal producer. Espadin agave is sustainably farmed on our estate in the region of San Luis del Rio, harvested at full maturation (aged 7-8 years) .

The process begins by cooking the hearts of the agave for up to 10 days in an underground oven using local oak wood. The cooked hearts are then crushed with a tahona pulled by Chicharito the estate's donkey.

The agave fibers & juices are then naturally fermented & finally double distilled in our 250 litre copper still pots where its transformed to delicious Ojo de Dios Mezcal.



OJO DE DIOS MEZCAL JOVEN

100% Maguey Espadin Agave

A modern mezcal, crafted in the heart of Oaxaca. Sustainably grown agave hearts, cooked in our underground oven for up to 10 days, before being double distilled in small batches to produce Ojo de Dios Mezcal.

- Nose** Subtle floral notes, white grapes with a hint of spice & sub tones of new leather & sweet smoke
- Taste** Delicate dried apricots & plums give way to a rich mouthfeel of toasted pineapple & umeshu notes
- Finish** A long dry finish, black tea & sweet smoke with a creamy, silky cashew flavour combined with fresh tobacco leaves
- To drink** Sipped neat with a fresh orange slice, or in the perfect smokey picante or margarita

COMMERCIALS

70cl
SKU

6 x 70cl
CASE

€120
IBD



ODD MEZCAL CAFE

Mezcal Joven & Coffee Blend (a world first)

The dark side of Ojo de Dios. A harmonious blend of our Mezcal Joven and Arabica coffee, grown and roasted by the Mejia Baustista family, 4,600 ft above sea level, at the top of the Oaxaca mountains.

Nose Fresh agave notes gives way to bitter, just brewed coffee with very subtle, sweet undertones

Taste Rich dark chocolate with smoked cinnamon, a just a hint of liquorice

Finish Butterscotch, creme brûlée & South American espresso

To drink Sipped over ice, as a shot, or in the most incredible espresso martini or coffee negroni

COMMERCIALS

70cl
SKU

6 x 70cl
CASE

€120
IBD



Patron XO sold 1m 9L cases in 2020 and is recently discontinued, leaving a huge gap in the market.



More exciting ODD Mezcal flavours in the pipeline

We have a number of new SKUs in development, which will add further versatility and appeal to our range. We can't say any more yet, but we're aiming to launch our 3rd product line in the Spring of 2022, with a 4th by Winter 2022.



"People are often slightly nervous trying mezcal as they feel it might be too funky and smoky. Ojo de Dios Mezcal is a great springboard into the category with more of the fruit forward flavours that can make mezcal so enjoyable and mixable. So, start your mezcal journey here - with ODD Mezcal!"

Dawn Davies
Buying Director, Speciality
Brands



"Reminiscing of my time in the San Luis Del Rio region, Ojo de Dios is a classic example of the effects of the slow cooking process that grants this mezcal a perfect balance between soft smoke and tropical fruit. It's very versatile for cocktails, one of my favourite being 'Coffee del Dios' we serve here at Kwant."

Erik Lorenz
Owner, Kwant



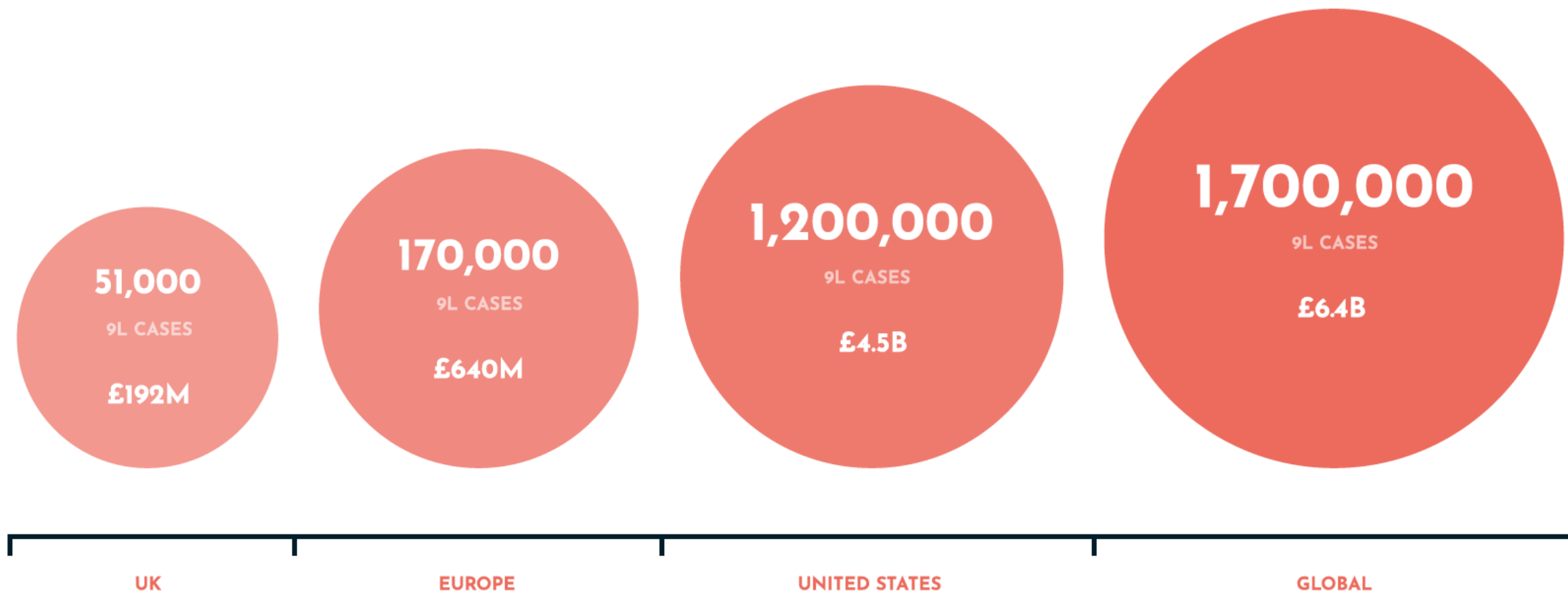
"Ojo de Dios Mezcal is without doubt one of the most flavoursome, smooth and versatile agave-based spirits I've come across in a long time. Its light smokiness and umami notes have inspired me and my team to create a number of cocktails on our drinks list at Zuma London, each with its own unique ODD flavour."

Pawel Rolka
Bar Manager,
Zuma



MARKET SIZE

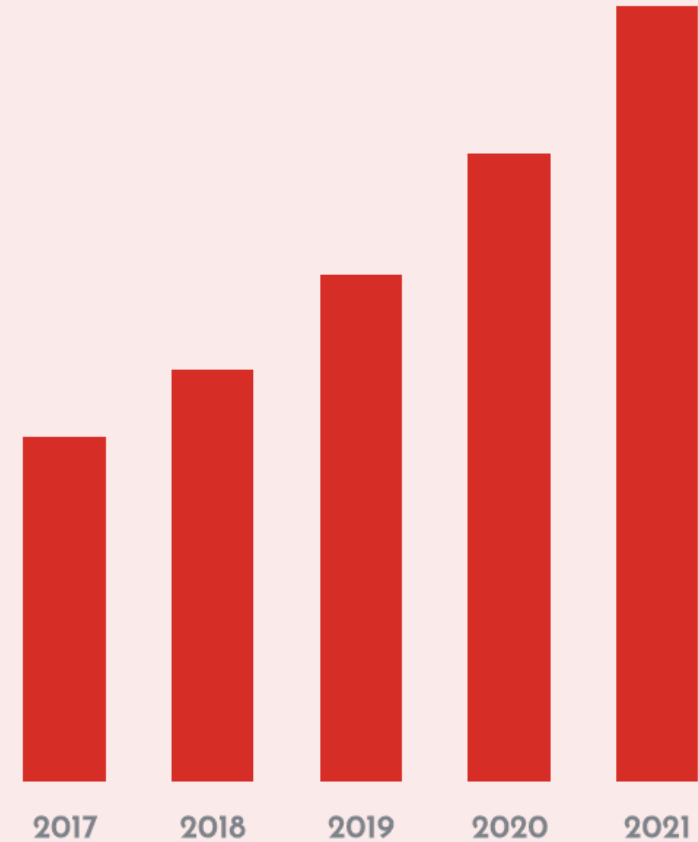
REPRESENTATIVE OF TRADE VALUE - £29 PER BOTTLE
REF: THE SPIRITS BUSINESS & STATISTA



MARKET GROWTH

- One of the few categories that has **grown > 30% YoY since 2015**
- The global Mezcal market is projected to continue to grow at the rate of **25-30% per year from 2020 - 2024**
- The market **grew by £720M in 2020**
- An emerging category with still over **66%** of total sales classed as 'other brands' with no single brand dominating volume share
- At-home Mezcal consumption is on the rise with US largest DTC platform Drizly, reporting **growth of 57% in 2020**

REF: THE SPRINTS BUSINESS



GLOBAL SALES - IWSR



POSITIONING

PRICE TOO LOW FOR SECURITY OR TOO HIGH FOR VOLUME ✖

THE SWEET SPOT ✔



Ojo de dios will target premium outlet house pour contracts...

...as well as premium cocktail listings, while Social Media, Events & line extensions are leveraged to grow the ODD TM driving desirability & bar call

No funds will be spent on above the line marketing until all trade avenues are expored, with most profits invested back into stock.

KEY COMPETITORS



MONTELOBOS
£33.43



OJO DE DIOS
£29.55



VIDA
£33.70



KEY ACCOUNTS SO FAR

RETAIL



SELFRIDGES & CO



MASTER of MALT

COCKTAIL
LIST



ZUMA



KOL

Annabel's



LOS MOCHIS

10°

aqua



ACHIEVEMENTS



Launched to the UK market in **June 2020**



Won platinum award in the Mezcal category at the **SIPP AWARDS**



Featured in **BBC Good Food** and many other publications



Launched the **world's first Coffee Mezcal**





**THANKS FOR YOUR INTEREST
IN OJO DE DIOS MEZCAL**

CELEBRAR CON COLOR