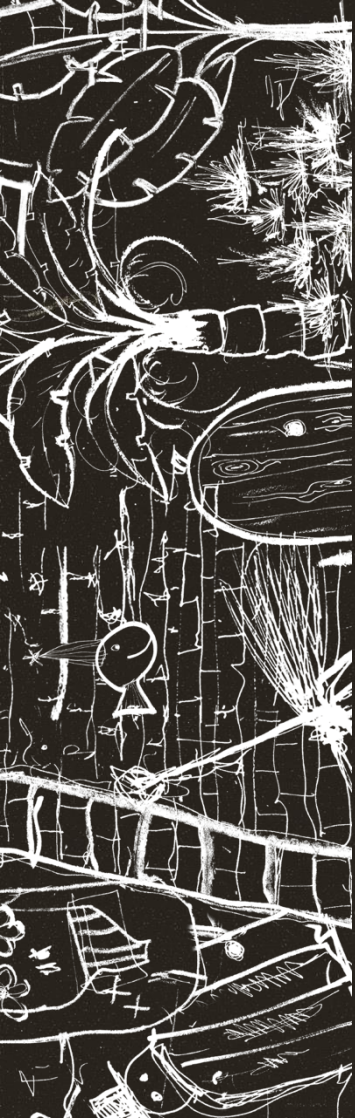




dangerousTM
DON
Mezcal Artesanal

EXCEPTIONAL MEZCAL THAT EMBODIES THE SPIRIT OF CELEBRATION



WE EMBRACE THE JOY AND VIBRANCY THAT MEZCAL BRINGS TO LIFE'S MOMENTS

The Oaxaca way of living life is the ultimate gift (o como lo conocemos nosotros, un Don). A gift worth sharing. Life's magic ignites when we collectively slow things down and appreciate the moment.

Dangerous Don is made to celebrate with, we embrace the joy and vibrancy that mezcal brings to life's moment. Our language is not only spoken but slowly sipped and intended to be shared with others.

Dangerous Don is unique in its philosophy and in its taste. Our Café and Mandarina mezcals are triple distilled for unrivaled smoothness using local, seasonal botanicals from Oaxaca. We are uncompromising in our standards, preserving traditional methods thousands of years old.

DD ESPADIN

02348459247



Milan / Jan 2023

AN EXCITING NEW WORLD FOR MEZCAL

Mezcal, the upmarket sibling to tequila, is a trend originating in the USA, now making its mark in the UK. Mezcal caters to the next generation's desire for high-end spirits, providing a refreshing shift from the often mass-market, cheap and uninspiring nature of tequila, while drawing on the allure of Mexico's exotic and artisanally crafted heritage.

CRAFT SPIRIT & SHIFT AWAY FROM TEQUILA

Similar to the rise of craft beer and small-batch whiskey, the growing consumer preference for locally produced and artisanal spirits has sparked a significant shift away from tequila towards mezcal



EXPLORATION & DISCOVERY

Mezcal offers a sense of discovery and the chance to explore different flavour profiles of a traditional Mexican spirit



COCKTAIL CULTURE

Mixologists and bartenders have embraced mezcal for its unique flavours, using it as a base spirit in innovative cocktails



UNIQUE FLAVOUR PROFILE

Mezcal has a distinct and complex flavour profile which has captured the interest of adventurous drinkers seeking new taste experiences



GROWTH OF 30% YOY SINCE 2015

HOW WE MAKE IT, STEP BY STEP

01

THE HARVEST

The leaves of the mature agave plant are trimmed, leaving the piña—the large heart or core of the plant. These plants are in excess of 8 years old and where ageing takes place

02

COOKING

The piñas are then cooked. Traditionally, they are cooked in earthen pits lined with rocks and heated with wood or charcoal. This underground cooking process gives mezcal it's smoky flavor

03

CRUSHING

The piñas are crushed to extract the juice. Traditionally, this is done using a large stone wheel called a tahona, pulled by a horse or mule

04

FERMENTATION

The juice is left to ferment naturally in large wooden vats with the help of airborne yeasts

05

DISTILLATION

The liquid is distilled twice in copper stills for our espadín. Refining the flavors and removing impurities

06

TRIPLE DISTILLATION

For our botanical mezcals we add medium roasted coffee or seasonal mandarins are added, both from local producers, steeped for 24 hours and then redistilled for triple distillation, delivering smoothness

THE FAMILIES BEHIND THE MEZCAL

CELSO MARTINEZ

Santiago Matatlan, Oaxaca.

*5th generation Maestro
Mezcalero, in charge of
our flavored mezcal
alongside his wife "Lore"
and his sons.*



THE MARTINEZ FAMILY

79573974519



Santiago Matatlan / Feb 2019

THE FAMILIES BEHIND THE MEZCAL

JUAN DIAZ NACHO

Santa Maria Quiegolani, Oaxaca

Located at 2,160 meters above sea level, Juan's hometown is solely dedicated to grow the most beautiful Agaves, caring for the process and the land, Juan is in charge of all the Mezcal produced by the town and our Espadín Artesanal.



THE NACHO FAMILY

418429937281



Santa Maria Quiegolani / Aug 2020

WHAT MAKES US DIFFERENT?

THE PRODUCT

- Triple distillation - for extra smoothness*
- Superior flavour profile for cocktails – our espadín has been recognised as exceptional for mixing, achieving strong bartender endorsement
- Flavour/IWSC Gold - we outperformed other brands achieving 97/100



THE BRAND

- Proudly female founded and female run
- Dangerous Don is produced in Oaxaca, the heartland of mezcal. Both in Santiago Matatlan and Santa Maria Queigolani
- Artisanal nature – Dangerous Don represents traditional methods, working with communities to uphold artisanal production processes and implement our responsible ethos

SOME OF OUR MARKETING EVENTS

Part of our journey includes our collabs and marketing events in both Mexico and London, our base spots. From bars, to art events and gastronomy shows, here are a few of our most recent celebratory moments.

PHOTOGRAPHY SHOW MEXICO CITY

Committed to work with upcoming artists, we support local shows in both cities, this time was a photograph show in vibrant artistic Mexico City

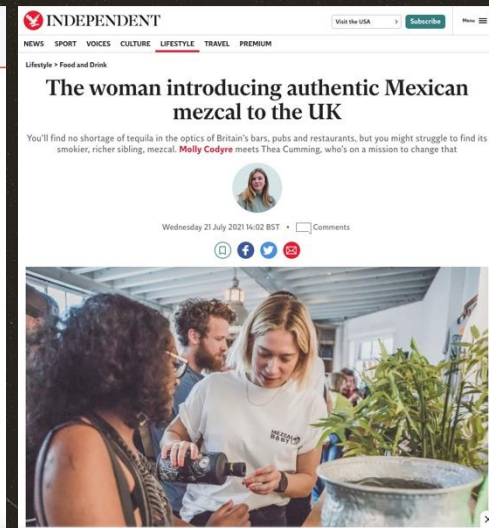
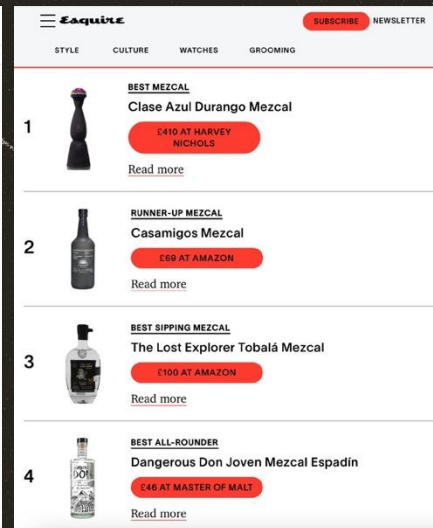
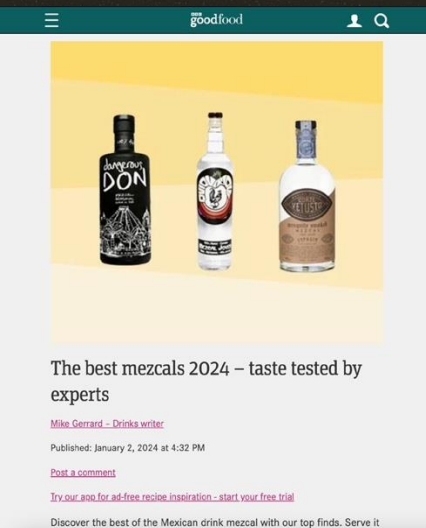
SABOR ES POLANCO

One of Mexico's biggest gastronomy shows, we have been in 2 years in a row

BAR DOÑA

The hot spot in London, U.K. Our main host and an amazing place where Dangerous Don is served every opened day

SIGNIFICANT RECOGNITION



81/100 IMBIBE BLIND TASTING

MASTER
of
MALT



Dangerous Don

BRAND BOOK

PRESS & EVENTS

YEAR 2024

12

OUR RANGE



DANGEROUS DON ESPADIN

Soft & Floral



HEART		<i>Espadin</i>
ABV		<i>45%</i>
REGION		<i>Santa María Quiegolani, Oaxaca</i>
PRODUCER		<i>Juan Nacho Díaz Cruz</i>

DISTILLATION

Double distilled in copper still

APPEARANCE

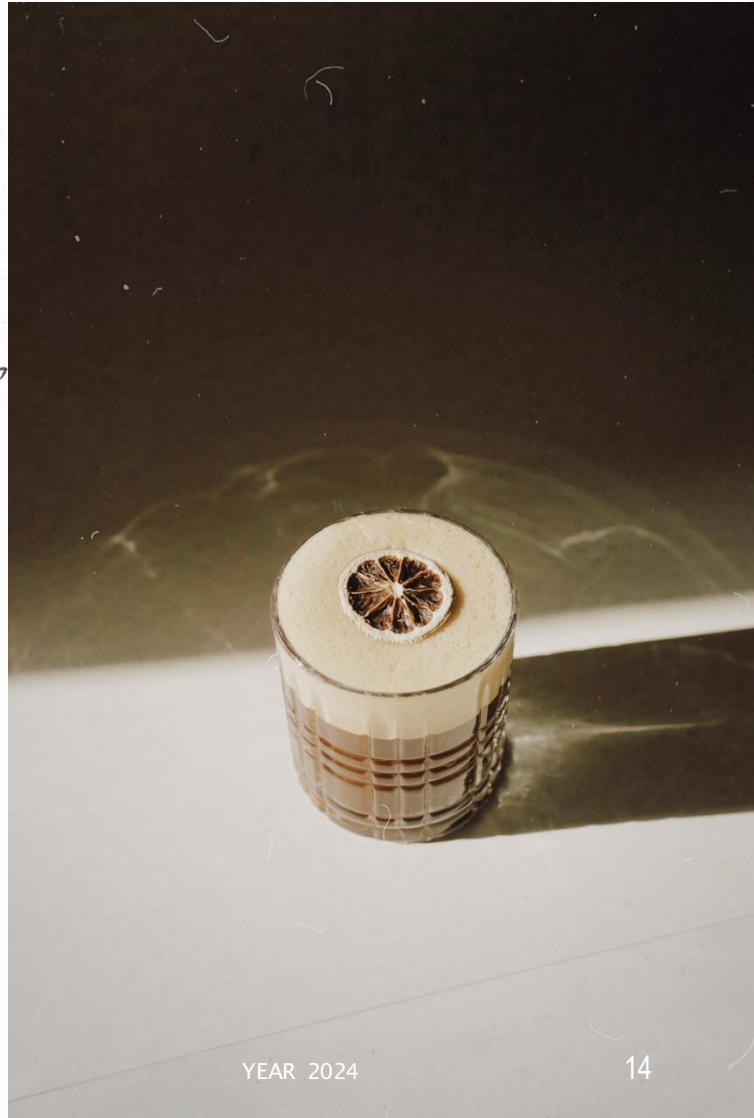
Cristal & Bright

NOSE

Soft & floral

PALETTE

Light with hints of tropical fruit



SERVING SUGGESTIONS

Palomas & Margaritas

HOW WE SERVE IT

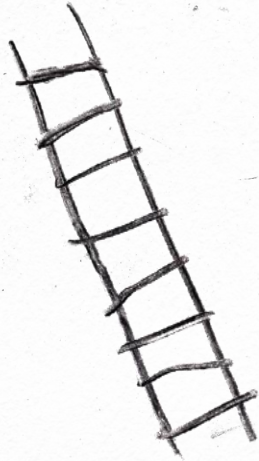
Straight up at room temperature

WHAT WE PAIR IT WITH

Nuts & Cheeses

WHAT COCKTAILS WE MAKE

Palomas & Margaritas



MEZCAL MARGARITA

01347901231



Bar Dona / June 2022

DESTILADO CON MANDARINA

Delicate & Zesty



HEART		<i>Espadín</i>
ABV		<i>48%</i>
REGION		<i>Santiago Matatlán, Oaxaca</i>
PRODUCER		<i>Celso Martínez López</i>

DISTILLATION

Double distilled in copper still, then distilled for the third time with local, seasonal mandarines

NOSE

A delicate & zesty with notes of mandarine

PALETTE

Light & fresh with sweet & citrus hints



SERVING SUGGESTIONS

Dry Mezcal Martini & Carajillo

HOW WE SERVE IT

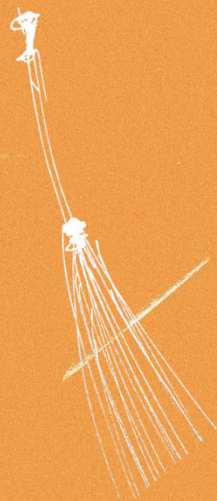
Straight up at room temperature

WHAT WE PAIR IT WITH

Fresh fish and citrus dishes

WHAT COCKTAILS WE MAKE

*Dry mezcal martini with picked orange
skin and brine*



DRY MEZCAL MARTINI

01347901231

Santa Maria / October 2023

DESTILADO CON CAFÉ

Rich & Chocolatey



HEART		<i>Espadin</i>
ABV		<i>48%</i>
REGION		<i>Santiago Matatlán, Oaxaca</i>
PRODUCER		<i>Celso Martínez Lopez</i>

DISTILLATION

Double distilled in copper still, then distilled for the third time with roasted Oaxacan coffee

NOSE

A chocolate aroma with hints of roasted coffee

PALETTE

Rich & smooth, with subtle coffee notes



SERVING SUGGESTIONS

Espresso Martinis & Carajillo



HOW WE SERVE IT

Straight up at room temperature

WHAT WE PAIR IT WITH

Chocolate and dark fruits; cherries & blackberries.

WHAT COCKTAILS WE MAKE

Espresso Martinis & Negroni

CAFE CARAJILLO

01347901231

Oaxaca / Feb 2020

SIGNATURE COCKTAILS



DONA SOUR

Dangerous Don Espadin

- *Dangerous Don Espadín- 50ml*
- *Mandarina Napoleón- 15ml*
- *Orgeat- 20ml*
- *Lemon - 20ml*
- *Eg white - 15ml*
- *Angostura - 4 dash*

Add all ingredients to a cocktail shaker (no ice), hard shake for around 30 seconds to ensure eg white combines. Pour into an Old Fashioned glass. No garnish required.



DONA PICANTE

Dangerous Don Mandarin

- *Dangerous Don Mandarin - 50ml*
- *Chiles secos/ Clove syrup - 20ml*
- *Triple sec - 20ml*
- *Lemon - 20ml*

Add all ingredients to an ice filled cocktail shaker. Shake & strain into a Rocks glass over ice. No garnish required.

DONA PICANTE

02348459247

Santa Maria / Oct 2023



DONA AMERICANO

Dangerous Don Café

- *Dangerous Don Café* - 25ml
- *Tía María* - 15ml
- *Vermouth Rosso* - 15ml
- *Campari* - 15ml
- *Top Soda*

*Build in a highball glass. Add ice cubes
and an orange slice to garnish.*

DONA AMERICANO

02348459247



Oaxaca / Feb 2022