MYST®

BRAND OVERVIEW

Private & Confidential





THE BIRTH STORY

MYST is an exciting brand of lower ABV spirits that currently sit in the flavoured Tequila and Rum category.

Our co-founders met at a hotel resort on holiday in Playa Del Carmen, Mexico.

After discovering they shared the same views on their dislike of Tequila, they explored a 'loco (crazy) idea' and started to plant the seeds in the UK.

The brief was to make a ‘Tequila that doesn’t make you pull a funny face’ & Tequila for everyone to enjoy.

MYST®

THE BRAND STORY

Reveal Your True Self and

#MASKOFF

The Mask Conceals Your World.
A World Of Fun, Escapade, MYSTique and Magic.
Liquor-ish Bring you a MYSTerious, Adventurous,
Almost Forbidden Range Of Drinks.

Try MYST And You Will Experience Tequila & Rum Like Never Before.

#MomentsYouSipTogether

MYST®





SPICED APPLE RUM

Golden Rum blend from Jamaica and Dominican Republic infused with a Spiced Apple flavour

Nose: Apple, Cinnamon
Palate: Smooth
Finish: Elements of spice



SALTED CARAMEL TEQUILA

Premium Silver Tequila Agave sourced from Jalisco, Mexico, blended with a smooth Salted Caramel flavour

Nose: Salted Caramel
Palate: Smooth, balanced with Caramel
Finish: Balanced warming finish



COFFEE TEQUILA

Premium Silver Tequila Agave sourced from Jalisco, Mexico, blended with Arabica Coffee Beans & small notes of Chocolate

Nose: Arabica Coffee beans
Palate: Smooth, freshly roasted coffee
Finish: Hints of chocolate

- 26%ABV
- Vegan Friendly
- Gluten Free
- No Allergens
- Available in 70cl & 5cl currently

MYST.



LAUNCHED AUGUST 2026

MYST has continued to be innovative and lead the category with exciting new flavours.

Just launched is literally **‘SUMMER IN A BOTTLE’**

MANGO TEQUILA LIQUEUR

Nose: Alphonso Mango
Palate: Smooth & sweet Mango flavour
Finish: Juicy tropical notes

- 26%ABV
- Vegan Friendly
- Gluten Free
- No Allergens
- Available in 70cl & 5cl currently

MYST®

SIGNATURE SERVES



DARK & MYSTY

50ML SPICED APPLE RUM

10ML LIME

TOP UP WITH GINGER BEER

3 DASHES ANGOSTURA BITTERS

GARNISH:

LIME



SALTED CARAMEL PICANTE

50ML SALTED CARAMEL TEQUILA

25ML LIME JUICE

10ML CHILLI & CORIANDER AGAVE SYRUP

GARNISH:

CHILLI SLICE AND TAJIN RIM



ESPRESSO MARTINI

30ML COFFEE TEQUILA

30ML SALTED CARAMEL TEQUILA

30ML SOLO COLD BREW

GARNISH:

COFFEE BEANS

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