





# BRAND PURPOSE

Our producer partner's mission is to rescue traditional, 100% artisan mezcals with designation of origin, and take this distillate to a public that appreciates and respects the traditions, smells, and flavors of Mexican customs, not only in our country, but in other countries, as well, promoting sustainability in the production, in order to ensure an excellent quality, as well as its ongoing supply.

Mezcal Perro de San Juan is born out of the pleasure for sharing and having new experiences with the people around us, for understanding and respecting different cultures and beliefs; above all else, for having learned to value life for its experiences, not its appearances.

**"OUR PASSION IS IN THE PRESERVATION OF THE TRADITIONS THAT GIVE US IDENTITY, AND THE COMMUNICATION OF THAT WHICH IS WELL MADE IN MEXICO"**

Perro de San Juan is the postcard of the traveler who discovers the experience of contemporary Mexico, the one that lives in its most natural colors, those of the scent of the field, in the humidity of their lands, where the thick hands shape the mud, it is the saucer of Pujol, is the house of the peasant, the song of the rooster, the courageous greeting at the street, is diversity, is the Mexico applauded at the Oscars.

**IT IS HONEST, PRACTICAL, INTELLIGENT, CLEAR  
AND WHICH ALWAYS BRINGS A GOOD STORY TO SHARE.**



# BRAND POSITIONING

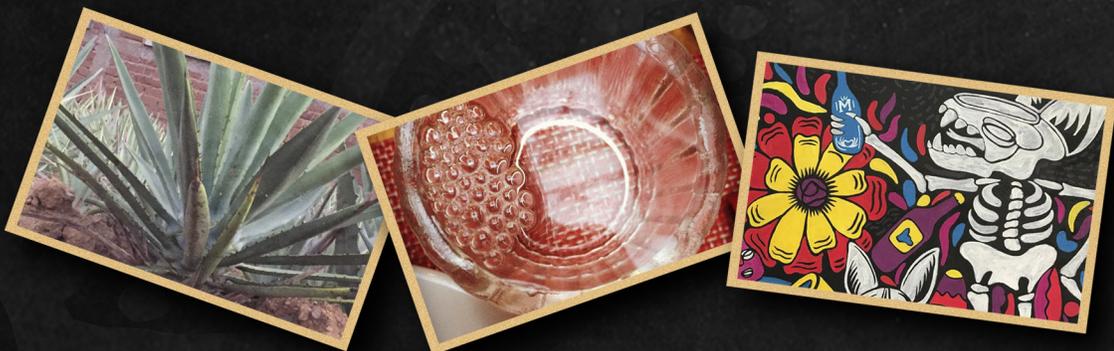
PERRO DE SAN JUAN THE TRAVELER

Welcome to the world of: the adventurers, the born explorers, the all-terrain travelers, the beings that are free by nature, curious by excellence, the restless minds, the protagonists of the stories, the unreachable warriors, and the dream conquerors...

Those who share, inspire, transcend, those who build bridges not borders, those open to new experiences and who enjoy life to the fullest, but above all, those who leave a mark wherever they go.

“OUR TRAVEL DESTINATION IS NEVER A PLACE, BUT A NEW WAY TO LOOK AT THINGS.”

-HENRY MILLER



## CERTIFICATIONS





**DATA SHEET**



REGIÓN:  
**San Dionisio Ocotepec, Oaxaca**

**Designation Of Origin**

MAGUEY TYPE  
**100% Agave  
Angustifolia - Espadin**

CATEGORY: TIPO DE HORNO:  
**Joven Stone Oven**

GRINDING TYPE: FERMENTATION VATS:  
**Taona Stone Pine Oak Wood**

DISTILLATION:  
**(2) Double In Copper Stills**

CERTIFICATION: ALC. VOL.  
**KOSHER 40% Vol**



**DATA SHEET**



REGIÓN:  
**San Dionisio Ocotepec, Oaxaca**

**Designation Of Origin**

MAGUEY TYPE  
**100% Agave  
Angustifolia - Espadin**

CATEGORY: TIPO DE HORNO:  
**Joven Stone Oven**

GRINDING TYPE: FERMENTATION VATS:  
**Taona Stone Pine Oak Wood**

DISTILLATION:  
**(2) Double In Copper Stills**

CERTIFICATION: ALC. VOL.  
**KOSHER 42.4% Vol**

## CHAPTER I – SAN DIONISIO

It was our last day in the Oaxacan mountain range. I was finishing up an entry in my log with the number of miles we had covered, while the others wrapped up their baggage for the way back. Like any good adventurer with the thirst of an explorer, I decided to use up to the last minute and go for a hike. I wandered about many places. I was astounded by the town's colors and textures. I kept wandering, until I saw a large group of people in the distance carrying flowers. They were all heading in the same direction, so I decided to follow them. We walked for a few blocks until we reached a very old church. The facade was shining and I went in. An old keyboard played in the back. I started getting closer a step at a time, when suddenly, everything stopped, it found me and I found it. At the back stood the image that marked me: it was a headless monk partially lit by the warm light piercing the stained glass windows. That was the sign I had been looking for, I felt the inspiration surging through me. My eyes stored that image forever. It was the postcard that would gather countless memories and magical moments.

That is how we decided to honor, treasure, and share this beautiful moment with you in each and every bottle: we preserve the surrealism of the land we grew up in, we embrace our roots, we draw from the wisdom of a past that teaches us our traditions and we add a distinctive mark which is perfect to accompany you at every place.

**MEZCAL PERRO DE SAN JUAN, YOUR FAITHFUL COMPANY  
THROUGHOUT EXPERIENCE.**





**DATA SHEET**



REGIÓN:  
**San Dionisio Ocotepc, Oaxaca**

**Designition Of Origin**

MAGUEY TYPE  
**100% Agave  
Karwinskii- Cirial**

CATEGORY: **Joven** TIPO DE HORNO: **Stone Oven**

GRINDING TYPE: **Taona Stone** FERMENTATION VATS: **Pine Oak Wood**

DISTILLATION:  
**(2) Double In Copper Stills**

CERTIFICATION: **KOSHER** ALC. Vol. **42.5% Vol**



**DATA SHEET**



REGIÓN:  
**San Dionisio Ocotepc, Oaxaca**

**Designition Of Origin**

MAGUEY TYPE  
**100% Agave  
Angustifolia - Espadin**

CATEGORY: **Abocado** TIPO DE HORNO: **Stone Oven**

GRINDING TYPE: **Taona Stone** FERMENTATION VATS: **Pine Oak Wood**

DISTILLATION:  
**(2) Double In Copper Stills**

CERTIFICATION: **KOSHER** ALC. Vol. **42.3% Vol**

### PERRO DE SAN JUAN CIRIAL

It is the story written in the traveler's notebook. For the image of the Cirial Mezcal, the figure outlines the slim shape of the cirial maguey, caricatured as a palm tree for its high proportion. The basis on which this pyramid is located means the human intervention of its controlled production. The initials of S. D. O. obey San Dionisio Ocotepc, while the snake represents the eternal cycle of life and death, alluding the process of mezcal production.

### PERRO DE SAN JUAN GRANA COCHINILLA

It is the postcard of the traveler who discovers the world. For the image of the Mezcal Cochinilla, the figure outlines the divine process (figure of the Sun / the eye that watches everything) of the generation of the cochineal grana within the Mexican cacti (nopal), thanks to the human hands' intervention (pyramidal basis).

### AVAILABLE PRESENTATIONS



70 cl 750 ml



# MIXOLOGY:



## LA ULTIMA PLANTA

30 ml mezcal Perro de San Juan  
30 ml luxardo marrasquino  
30 ml green chartreuse  
30 ml green lemon juice  
Method; shaker & double strain



## LA FRESA DE SAN DIONISIO:

60 ml mezcal Perro de San Juan  
90 ml Strawberry Juice  
Worm Salt and Chilli powder  
Garnish: Rosemary



## ACID & FRESH PLANT PUNCH

50 ml mezcal Perro de San Juan  
40 ml pineapple juice  
40 ml coconut water  
15 ml green lemon juice  
10 ml natural syrup  
5 pz Raspberry  
Method; shaker & double strain



## SAN DIONISIO

This is how the Local people used to enjoy our Mezcal Perro de San Juan.  
2 oz de mezcal PDSJ espadín joven  
Add 1 or 2 ice cubes and a touch of lemon juice. Keep it simple!  
Garnish: Green lemon slice



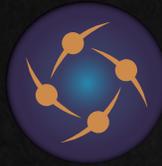
## CHILD HOOD MEMORIES

50 ml mezcal Perro de San Juan  
40 ml Carpe Diem infusion (tisana from the house)  
50 ml Orange Juice  
15 ml green lemon juice  
20 ml natural syrup  
Method; shaker & double strain



## NATURAL FOR SIPPING

Choose your favorite label and add 2 oz in a mezcadero glass.  
Pairing options:  
Dark Chocolate / Orange slice and worm salt / little pieces of fresh pineapple.



# FRATERNITY SPIRITS

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We were born to serve, project and capitalize on the latent need for premium Mexican products with great potential in the international market, and now, from other regions too in accordance with global trends within specific niche markets, with the aim of rewarding "quality, effort, talent and authenticity"

Fraternity has evolved as the representative, partner and commercial arm of several Mexican and international premium brands that have joined the magnificent journey it started in 1994. Exporting our products worldwide to Asia, Australia, Europe, the Central Caribbean, South, Central and North America.

#### OUR KEYS TO SUCCESS

- Telling stories about our culture, iconic characters, heritage and genuine Mexican character while strengthening the artisanal identity of our brands.
- Honoring historical locations associated with Mexico's heritage and with our associated international brands.
- Quality and flavor
- Special and unique designs on our bottles.

J O I N   O U R   W O R L D W I D E   N E T W O R K ,  
J O I N   T H E   F R A T E R N I T Y !

#### CONTACT:

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