

# PROHIBITED LEY SECA®



DE LA ENMIENDA XVIII  
MEXICAN WHISKY





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# LEY SECA WHISKY

## "THE MEXICAN PROHIBITED WHISKY"

The stage of prohibition of selling alcoholic beverages, was in force in between January 17, 1920 and December 6, 1933 in the United States of America. It was established by the 18th Amendment to the United States Constitution and repealed by the 21st Amendment.



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## THE PROHIBITION PARADOXES

In the 1920s, the effects of Prohibition, which was to create a better America: "Get rich quickly", would be distributed by organized crime that emerged from Prohibition. Speak easy birth: This type of premises multiplied throughout the country after the ban, to enter them an invitation was required, or to know a certain password. Illegal liquor production also increased (which in many rural areas of the country had a long tradition, since it allowed farmers to make money behind the Treasury's back by distilling the surpluses of the harvest) and ingenious systems were put in place to make alcoholic beverages at home, however, it was not enough to cover the growing clandestine demand within the country, it was there where the distribution chains of the moment began to turn to the Caribbean and Mexico.

## MEXICO VENTURES IN THE PRODUCTION OF WHISKY

It was back then, Mexico, on the other side of the Rio Grande, made tequila and Mezcal which attached to a very well done and successful production methods and distillations, ventured into distilling a Barley malt whiskey emerging from the constant demand of the neighboring country and an optimal knowledge of distillation, at the same time that increased their knowledge in the issue and could optimize and increase the economy of the countryside through the use of resources, providing new opportunities, improvement to farmers and the production chain in our country was increased.

On the other hand, for alcohol dealers at the time, the business was safe, with fabulous benefits given the cost of the merchandise at the point of origin and the price that thousands of thirsty consumers were willing to pay.

**Today, this recipe implemented at that time for the creation of a Mexican Whiskey, returns to be shared without ties or prohibition with the whole world and discover how it became one of the most demanded during the Prohibition Stage, due to its unique characteristics and distinctive flavour.**



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It is a Mexican barley malt whiskey with 3 years of maturation in American white oak barrels with a capacity between 200 and 250 liters.

## Product tasting notes:

**Appearance:** Straw yellow color with golden tones and coppery sparkles. Medium to full bodied and bright undertone. bright hue.

**Aroma:** Barley, fruits, nuts, yellow apple, vanilla, oak.

**Taster:** Special malt, Barley, yellow apple, vanilla, oak, pineapple, walnut, almond, hops, clove, vanilla, chocolate, banana, woody notes, orange blossom, cherry, smoked, nuts, honey and smoky finish

**Pairing:** Red meats, lamb, cold cuts, grilled meat, bread, Italian spices and slightly ripened cheeses, fruits and vegetables with slight acidity.

Desserts with chocolate, vanilla flavours bread and it can be pairing with dried fruits.

## MIXOLOGY:

- Whisky sour: 30 ml of whiskey, 30 ml of lemon juice, 1 tablespoon of sugar, 5 ice cubes and 1 lemon slice.
- Boulevard: 45 ml of Whiskey, 30 ml of Campari & 30 ml of Red Vermouth
- Peppermint julep: 45 ml of whiskey, 10 ml of syrup, 10 mint leaves and Crushed Ice.





## LIQUID UNION

We were born to serve, project and capitalize on the latent need for premium mexican products with great potencial in the International market, and now, from other regions too in accordance with gobal trends within specific niche markets, with the aim of rewarding “quality, effort, talent and authenticity”,

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.

JOIN OUR WORLDWIDE NETWORK, JOIN THE FRATERNITY!

#### CONTACT:

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