



TRADE PORTFOLIO

Maguey & Co.

THE HOUSE OF MEZCAL

Portfolio Overview

The UK's specialist B2B mezcal house. Exclusive Oaxacan brands, direct producer relationships, and a founder-led trade service — built around a small, carefully chosen range rather than breadth for its own sake.

Few bottles. Real stories.

FOR TRADE & BUYERS
JUNE 2026 · V1
CONFIDENTIAL TO TRADE

WHO WE ARE

A specialist mezcal house, built for the UK trade.

A UK specialist B2B importer and wholesaler of mezcal and selected agave spirits. Trade only. Provenance led. Founder operated.

Maguey & Co. exists because the UK trade wants real mezcal and, today, cannot easily get it. Generalist distributors treat mezcal as one line among hundreds and cannot offer category depth, education, or producer-level storytelling. Single-brand producers cannot offer a curated range. And industrial product floods the market with smoky tequila imitations, leaving discerning buyers struggling to find verifiable, traceable, artisanal mezcal.

We close that gap. We import a small number of exclusive Oaxacan mezcals, hold the UK rights

directly, and sell them only to the trade — with the provenance, the tasting fluency, and the service a serious buyer expects. Every bottle is traceable to its maestro mezcalero, palenque, agave, and village. Provenance is not a story we tell; it is a fact we can show.

We are calm, knowledgeable, and direct. We respect the producers we work with, we speak the trade's language, and we are confident without performance. We are here to build UK mezcal authority for the decade — not to chase volume for the quarter.

EARLY PROOF POINTS

Difford's Guide · 5★

INDEPENDENT ENDORSEMENT

Somos Pecadores rated
"Exceptional" — five stars — by
Difford's Guide, 2025.

Zapote

ON-TRADE · LONDON

Somos Pecadores listed on the
back bar.

Difford's Shop

OFF-TRADE · UK ONLINE

Somos Pecadores available to the
specialist off-trade.

HOW WE OPERATE

Five pillars

What we hold to, and what buyers can rely on.

01

Specialist, not generalist

Mezcal-first. Selected agave spirits only. We build depth in one category rather than breadth across many.

02

Provenance-led

Every bottle traceable to maestro, palenque, agave, and village. Provenance is not a story we tell — it is a fact we can show.

03

B2B only

Trade pricing integrity. No consumer distraction. Prices stay inside the trade, where they belong.

04

Founder-operated

Buyers deal with the decision-maker. One conversation, not three layers of intermediaries.

05

Long-term category builder

Building UK mezcal authority, not chasing volume. We are here for the decade, not the quarter.

"Mezcal, carefully chosen — and accountable to the people who make it."

THE OPPORTUNITY

Small today. Doubling by 2035.

~£30m

UK MEZCAL MARKET
2026 BASE

~£42m

PROJECTED
2030

~£64m

PROJECTED
2035

UK mezcal is growing at a 7–8% CAGR, and the growth is value-led rather than volume-led: demand is concentrated in 100% agave, small-batch, craft-forward expressions, with mezcal Margaritas, Negronis and Palomas now standard on premium UK menus. The UK lags the US in mezcal penetration — and that lag is the opening, not a weakness. Maguey & Co. is positioned exactly where the value is.

Sources: Spherical Insights 2025; Grand View 2025; Future Market Insights 2026 (UK 7.6% CAGR 2026–2036); Mintel UK White Spirits & RTDs 2025; Euromonitor via The Spirits Business World Spirits Report 2025; IWSR World Spirits Report 2025. FX 1 USD = 0.74 GBP. Figures are indicative market estimates presented as a range.

Crafted in San Luis del Río, Oaxaca.

Both brands are made at the same family palenque, by ancestral method.

Our mezcal is produced at a family-run palenque in San Luis del Río, in the municipality of Tlacolula de Matamoros — one of the heartlands of Oaxacan mezcal. Ancestral techniques have been preserved across generations. From the maguey fields to the copper still, each stage honours nature, patience, and ritual. This is the provenance behind every bottle we sell.

01

Harvesting the agave

The maguey is cut as it begins to send up its qurote — the sign its sugars have peaked in the piña — then the heart is separated from leaf and root.

02

Conic oven roasting

Piñas are baked in a conical earthen oven over pine wood and red-hot stones, the slow smoky bake turning complex sugars into the simple sugars fermentation needs.

03

Tahona grinding

The roasted agave is crushed in a circular cement mill, a great stone wheel turning to release the cooked sugars and fibre together.

04

Pine wood fermentation

Ground agave and water form the must; endemic wild yeasts convert the sugars over several days, guided by the maestro mezcalero.

05

Double distillation

The fermented must is twice distilled in copper stills, concentrating the spirit and refining its character into finished mezcal.

100% AGAVE

SAN LUIS DEL RÍO, OAXACA

CONIC OVEN ROASTING

TAHONA GRINDING

PINE WOOD FERMENTATION

DOUBLE DISTILLATION

Two exclusive Oaxacan mezcals. One family palenque.

Two sides of Oaxaca's spirit — the fire and the wisdom.

BRAND & EXPRESSION	AGAVE	ABV	MATURATION	CHARACTER
Somos Pecadores Young Espadín DIFFORD'S 5★	Espadín (Angustifolia)	45%	7–10 years	Bold, smoky, mineral and muscular — the awarded house expression.
Somos Pecadores Young Tobalá	Tobalá (Potatorum)	45%	13–15 years	Rich, mineral and vegetal, with floral flashes and a whisper of tobacco.
Sabia Maria Young Espadín	Espadín (Angustifolia)	40%	7–13 years	Elegant, mineral and citrus-fresh — built for the table and food pairing.

Exclusive UK rights held directly by Maguey & Co. Not available from any other UK supplier. Full view, smell and taste notes for every expression are provided in the accompanying *Tasting Notes* document.

Somos Pecadores

The Spirit of Rebellion

45% ABV · ESPADÍN · TOBALÁ · RATED 5★ BY DIFFORD'S GUIDE, 2025

Somos Pecadores — "We are Sinners" — honours mezcal's wild origins: smoky, untamed, and unapologetically bold. It is mezcal as it was before the category was tamed for export, and it does not apologise for its smoke, its minerality, or its weight. Made for drinkers and bartenders who want the real thing. **For the brave.**



Young Espadín ★

45% ABV · 7–10 YEARS

IN BRIEF

A muscular Espadín: warm tar and smoke over sage and thyme, with saline minerality and cracked black pepper through a long, smoky finish.

Young Tobalá

45% ABV · 13–15 YEARS

IN BRIEF

Rich mineral and vegetable aromas with floral flashes and a slight tobacco smokiness; medium length, gently bitter finish.

Sabia Maria

The Refined Expression

40% ABV · 100% ESPADÍN JOVEN · FOR RESTAURANTS, HOTEL BARS & FOOD PAIRING

Where Somos Pecadores is rebellion, Sabia Maria is restraint — a tribute to patience, precision, and feminine intuition. Elegant, mineral, and citrus-fresh, with the structure to sit alongside food rather than overpower it. The bottle to reach for when a sommelier or hotel bar wants mezcal that speaks quietly and carries.



Young Espadín

40% ABV · 7–13 YEARS

IN BRIEF

Mineral aromas and herb; intense mineral aromatic potency, fresh grass, and citrus-peel notes. Clean and food-friendly.

Two mezcals, one soul — crafted by hand, guided by heart.

Five reasons to open an account.

- 1 Exclusive UK rights.** Two Oaxacan mezcals no competitor menu can match — held directly by Maguey & Co.
- 2 Verified provenance.** 100% agave, conic oven, tahona grinding, pine wood fermentation, double distillation — traceable to maestro and village.
- 3 Independent quality endorsement.** Difford's Guide 5-star on Somos Pecadores removes the buyer's risk.
- 4 Two complementary expressions.** Small enough for your team to learn, broad enough to fit any venue — bold for the bar, refined for the table.
- 5 Founder-led service.** Decisions in one conversation, not three layers of intermediaries. *No other UK supplier combines all five.*

WHO WE SERVE

Five trade segments, ranked.

	SEGMENT	WHY THEY MATTER
1	Specialist cocktail bars & mezcalerías	Early adopters who drive category education.
2	Modern Mexican & Latin American restaurants	Cultural fit; steady velocity through pairing.
3	Premium hotel bars & members' clubs	High-margin halo accounts.
4	Specialist independent off-trade	Long-tail consumer awareness.
5	Adjacent specialist distributors	Indirect route to scale.

London first, then Oxford, then selective national reach.

What an account includes.

- Two exclusive Oaxacan mezcals not available from any other UK supplier.
- Staff training and tastings for your team.
- Reliable restocking, with no pressure beyond a sensible case minimum.
- Founder-led service — decisions in one conversation.
- Cocktail and menu support, with story content for your menus.
- Bartender education sessions.

HOW IT WORKS

Three steps to listing.

01

Apply

Apply via the trade form. Tell us about your venue and how you intend to list the range.

02

We review & approve

We review and approve your account, then send your login and pricing sheet directly.

03

Log in & order

Log in to view prices and request orders. We confirm and deliver.

Open a trade account

The House of Mezcal

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