



ORGULLO NACIONAL

Los Magos Sotol rinde homenaje al espíritu del desierto de Chihuahua a través de su primera colaboración con el fotógrafo y artista mexicano, Mauricio Sierra.

Elixir & Tradition

With a modern and consistent approach, Los Magos Sotol pays tribute to Chihuahua through this native drink from the Mexican north.

In the northern region of the country is Chihuahua, the state with the largest territorial extension in Mexico; and just as the region is vast, so are the histories, landscapes, attractions, and customs of the place. As a tribute to the community, culture, and spirit from the Chihuahuan desert is born Los Magos Sotol, a brand whose purpose is to share with the world this product and culture of the region.

Said distillate comes from the plant that bears its name, a native plant of the region that grows wild and unfettered in the desert and the prairies of the state. Sotol began being used as a source of food, but, later, the indigenous peoples fermented and used the resulting beer for different purposes.

Los Magos Sotol recovers this centuries-old tradition made sacred by generations of master sotoleros through the use of a modern and exclusive artisanal approach, for example, it is the only sotol on the market that is distilled three times.

This process allows the drink to show its vast aromas and more distinctive flavors, eliminating the alcoholic taste that it is often experienced with other liquors.



In addition, as a commitment to the environment, the brand implemented sustainable practices in its production, there is also important attention to ensure that they never harvest more than 40 percent of the mature sotol plant available in order to protect and preserve the flora and fauna that house the natural habitat of the northern state. Also to incentivize regeneration, they select the plants by hand that are completely ripe and ready for production and leave a portion of the roots and leaves when cutting them.

Just as tequila represents part of the culture of the state of Jalisco, Sotol is for Chihuahua. And precisely, through this traditional elixir, Los Magos aims to celebrate the Chihuahuan culture respecting the quality and flavor of the drink. "Los Magos Sotol is a magical expression of the rich community and culture of Chihuahua." - **K. R.**

Translation edited for clarity.