



# Desmondji

Premium Agave\* & Cane Spirits,  
Orange Liqueurs & Margarita Blends

\*Tequila® is a Mexican Agave Spirit & a GI owned by the Mexican Govt.

Discover What The Buzz Is About!

### The margarita man

Desmond Nazareth, founder of India's first official microdistillery offers a line-up of locally made agave spirits for the cocktail aficionado

Desmond Nazareth's friends thought he was insane when he decided to make agave-based spirits in India. But as Shikha Kumar finds out, he had the last laugh. And though his product technically cannot be called tequila, it can give the real thing a run for its money

**A long SHOT**

When a former IT guy retired to India - after washing in on Y2K in America - and found out he couldn't turn a Salman Rushdie children's book into a movie, he did the only logical thing he could think of: started a tequila company. Neil Munshi taste-tests

### Eat/Drink

The long and the shot of it

**PRODUCT PROFILE**  
A Spirited Response to Tequila

Monkey blender and distiller, DESMONDJI

### GOOD LIFE 10

SENSES & SENSIBILITY

Tequila sunrise

A desi agave has become the apple to try for tourists

## THE goodli

GQ gets the scoop on India's first local brand. What she wants this V-Day: an un

**Tequila sunrise**

When a former IT guy retired to India - after washing in on Y2K in America - and found out he couldn't turn a Salman Rushdie children's book into a movie, he did the only logical thing he could think of: started a tequila company. Neil Munshi taste-tests

**GQ FIRST TASTE**

## NEGOCIOS

Martes, 18 de Septiembre del 2012. negocios@mural.com.mx Tel. 334 37877 Fax. 334 37994 Editorial: Mariana Alvarado

BOLSA MEXICANA	DOW JONES	ASIASIAQ	DOLAR MEXICANO	EURO	CETES	TIPO	CEMEX
48,589.26 (+0.23%)	13,855.16 (+0.30%)	3,179.87 (+0.37%)	COMPRA: \$12.25 (0.00) VENTA: \$12.98 (0.00)	COMPRA: \$10.32 (0.01) VENTA: \$10.90 (0.00)	38 DÍAS: 4.25% (0.01) 91 DÍAS: 4.27% (0.00)	33 DÍAS: 4.80% (0.00)	4,793,354

Ven potencial de crecimiento importante en esa nación

### Cabildean que India reconozca al tequila

Arman tequileros gira de negocios al país que ya compra 62 mil litros al año

Jorge Velasco

El tequila busca el reconocimiento en los más de 150 países que existen, pero importa al tiempo que se ve en India, donde inclusive se ha detectado la presencia de bebidas que imitan el sabor de la fama de la bebida mexicana.

Gran mercado  
Con mil 220 millones de habitantes, 65 por ciento de ellos menores de 35 años de edad, India es un gran mercado para las bebidas:

58 millones	1,907 mdd	75%
de consumo de bebidas alcohólicas se esperan el año en India.	es el valor de este mercado.	del mercado le corresponde el whisky, rum y brandy.

15% creció el mercado de bebidas alcohólicas en India en el 2010.

62,114 litros de licor se exportaron a aquel país el año pasado.

150% es el impuesto que paga el licor para ingresar a aquel país.

NO ES IGUAL, PERO...

# PROCESS

US Agave India

Agave Plants

THEM Mexico



Agave plants growing in India



Agave plants cultivated in Mexico

A Simple Comparison -  
Agave Spirits\*  
Made in India  
Vs.  
Agave Spirits\*  
Made in Mexico

TEQUILA® & MEZCAL® ARE MEXICAN AGAVE SPIRITS & ARE GIs OWNED BY THE MEXICAN GOVT.

US Agave India

Juicing

THEM Mexico



Shredded and put through presses to squeeze out the juice.

US Agave India

Fermentation

THEM Mexico



Sweet juice is fermented in large vats.

US Agave India

Harvesting

THEM Mexico



Workers chop the leaves off the plants to expose the piñas.

US Agave India

Transportation

THEM Mexico



Piñas are loaded onto trucks.

US Agave India

Cleaning

THEM Mexico



Trimming and cleaning, prior to washing and cooking.

US Agave India

Cooking

THEM Mexico



Cooking for several hours at the factory.

US Agave India

Double Distillation

THEM Mexico



The pot stills for double distillation. Thereafter, it's storage and bottling.





DJ is the brainchild of Desmond Nazareth, an entrepreneur & insouciant free spirit, who set himself the goal of creating affordable worldclass spirits, liqueurs & cocktail blends; proudly "Made in India" with Indian Ingredients.

# Spirits



## 100% AGAVE

DJ's premium spirit, 100% Agave, is a product of India's first 'Field to Bottle' Craft Distillery.

Made from Blue-Green Agave that matures for at least 8 years in the red and black volcanic soils of India's semi-arid Deccan Plateau and carefully distilled in artisanal, small batch Pot-stills, this creation belongs to the international family of Agave spirits.



## 51% AGAVE

DJ's most popular spirit, 51% Agave, is a product of India's first 'Field to Bottle' Craft Distillery.

Made from Blue-Green Agave that matures for at least 8 years in the red and black volcanic soils of India's semi-arid Deccan Plateau and carefully distilled in artisanal, small batch Pot-stills, this creation belongs to the international family of Agave spirits.



## 51% AGAVE GOLD (OAK FINISH)

DJ's most popular spirit, 51% Agave, goes for Gold!

A product of India's first 'Field to Bottle' Craft Distillery - Made from Blue-Green Agave that matures for at least 8 years in the Deccan Plateau and carefully distilled in artisanal, small batch Pot-stills, this refined spirit lounges awhile with charred Oak to yield a warm & mellow accomplice for a hot afternoon or a cool evening.



## PURE CANE

DJ Pure Cane spirit is a product of fresh sugarcane juice: fermented & double distilled in artisanal pot stills.

Enjoy it in DJ Mojitos, Caipirinhas, Daquiris, with mixers or as a shot!



### DesmondJi Recommends



# Orange Liqueurs



## ORANGE LIQUEUR

DJ Orange Liqueur, with a touch of bitter-sweet, uses premium triple distilled grain spirits, pure sugars crystallized from India's lush sugarcane fields and the natural essential oils of renowned sun-kissed oranges from the Nagpur region of India.

Use in one of the many cocktails that require Triple Secs, concoct fruity drinks, infuse cakes, splash over sweets or flambé over crepes and pancakes!



## BLUE CURAÇAO

DJ Blue Curaçao, with a gentle hint of bitter, uses premium triple distilled grain spirits, pure sugars crystallized from India's lush sugarcane fields and the natural essential oils of renowned sun-kissed oranges from the Nagpur region of India.

# Margarita Blends



DJ's Margarita Blends are a product of India's first 'Field to Bottle' Craft Distillery.

## MARGARITA

DJ's Agave Spirit & Orange Liqueur blend together so your craving for a superb Margarita will never be more than a pour away!



## BLUE MARGARITA

DJ's Agave Spirit & Blue Curaçao blend together to drive your Margarita blues away!



### DesmondJi's DIY Margaritas

