



"I want to buy from, sell to, and work with people who are smiling."

—PETE ERSKINE, CO-FOUNDER AND BUYER

WHO WE ARE

Mexicali Blues is your haven for handmade bohemian clothing, accessories, jewelry, home décor ... and joy for the journey. Every store is a true-blue expression of who we are and the way we live our lives.

- We are conscious travelers with deep roots in our community.
- We embrace good causes and good people.
- We source fairly, live sustainably, and share generously.
- We celebrate the colors, craftsmanship, and cultures of our world by seeking the handmade, the wholehearted, the one-of-a-kind.
- We never turn down an adventure. When we hear music, we dance.
- Everyone is welcome in the #MexicaliTribe.

JOIN US AS WE KICK OFF THE CELEBRATION OF 30 YEARS IN BUSINESS ON MARCH 25, 2018. The party continues all year long, so visit mexicaliblues.com/thirty to find all the latest doings.

WHERE TO FIND US

Shop our beautiful boho bazaars in Portland, Newcastle, Raymond, Freeport, Bangor, and online at mexicaliblues.com.

TALK TO US

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By the Numbers

MILESTONES

- CELEBRATING 30 YEARS OF MEXICALI BLUES IN 2018

PEOPLE

- We currently employ 25 full-time and 50+ part-time staff
- Our average employee has been with us for 2.8 years while our longest-serving employee has worked here for 12 years
- 76% of our management team was promoted from within
- Our employees have taken a total of 20,000+ hours in flexible paid leave to travel the world and are given 100+ hours annually in paid leave to volunteer in their communities
- Since 1988, we have provided 500+ good jobs in Maine and our suppliers and makers abroad employ 1000+ people—often in remote, economically disadvantaged areas
- Over 300,000 unique visitors shopped MexicaliBlues.com in 2017
- In 1988, we had hundreds of individual sales. Today, we ring up hundreds of thousands of customer transactions each year
- Our longest-term supplier, Art Forms here in Maine, has created t-shirts for us for 30 years—we were their fourth customer after opening
- Our stores have hosted 1 engagement and 1 wedding

PLACES

- Operating 6 retail stores: Portland (1988), Newcastle (1996), Raymond (2004), Freeport (2007), Portland Jewelry (2010), and Bangor (2011)
- We source our products from 9 different countries during 84 + multi-country buying trips
- Pete and Kim have traveled 1.5 million miles for Mexicali Blues—enough to circumnavigate the globe 64 times

PRODUCTS

- 40,000+ of SKUs today compared to 400+ in 1988
- 115,000+ friendship bracelets, our most popular product, sold
- Our tie dyes, hoops, t-shirts, incense, and lip balm are made by small businesses in the U.S.
- We've given out approximately 100,000+ bumper stickers since 1988—25,000 of them last year alone

PROCESS

- Our 3+ solar-powered stores create 2.5-5 Mwh/Monthly, saving \$1,000+ month, creating the annual equivalent of planting 2500+ trees and offsetting over 113,000 miles of driving
- Paper reduction and recycling initiatives in offices and warehouse
- Hemp and other products using recycled or upcycled materials
- Commitment to world cultures and authentic, handmade craftsmanship helps to support and preserve ancient skills and techniques

PURPOSE

- \$200,000+ raised for nonprofits, schools, health and arts organizations, and environmental causes in Maine and around the world since 1988
- Since 2015, 1% of every single sale benefits good causes
- \$72,167 and 2 schools donated to earthquake relief in Nepal
- 100% of sales of handmade Guatemalan bracelets donated to building homes in remote regions of Guatemala
- Since 1988, sponsored or produced many local concerts—including the Dave Matthews Band's first Maine gig
- Gave away thousands of free concert tickets since 1988, from Phish to Jack Johnson to local blues festivals

