

AUTÉNTICO GIN MEXICANO
ARTESANAL

KATÚN

CONKAL,
YUCATÁN

21.0702 N
-89.5187 W

EST. 2017



AUTÉNTICO GIN MEXICANO
ARTESANAL
KATÚN
CONKAL, YUCATAN 91 0702 N
49 5187 X
7.01.2017

What is Gin Katún?

Gin Katún is the first handcrafted Gin developed in Yucatán. A unique and completely Mexican Gin made with botanical ingredients and vested in time.

Mexican-yucatecan Gin!..... Really? It is possible?

Well yes, Mexico is a country that has a tradition of distilling for hundreds of years. In Mexico Mezcal, Tequila, Bacanora, Sotol, among others, have been distilled for hundreds of years.

Why Yucatán?

The ethnobotany in the Yucatan Peninsula has a huge cultural richness, but there is also an intangible richness reflected in a deep knowledge of plants, which helps us to have unique botanics to create a unique product.

For Gin Katún we use 17 botanicals, many from Yucatan Peninsula.



The result...

After combining 17 botanical ingredients, sourced mostly from Yucatán and selected from other parts of Mexico (with the exception of juniper, which is the sole imported ingredient), the blend is macerated in corn neutral alcohol for at least ten days. The alcohol is then poured into a 250-liter copper distillation flaskalembic handmade in Portugal and a highly perfected distillation technique produces an alcohol of the highest quality. The perfumed substance is then allowed to settle to be later mixed with pure cenote water, filtered and bottled.



Tasting...

The result of this composition is a one of a kind Gin. The scent perfectly captures the richness of Mérida's central market: chili peppers, pepper, cardamom, fresh fruits... The scent is beautifully powerful and harmonious. It is quite an experience.

The best part is its mouth feel: pure silk (thanks to its journey through the copper distillation flask), full of flavors that will certainly be appreciated by every taster.





TECHNICAL DATA

PRODUCER: Destilados y Licores Meridianos S.A de C.V.

TYPE: London Dry Gin.

ALCOHOL CONTENT: 42% Alc. Vol.

COUNTRY OF ORIGIN: Mexico (Conkal, Yuc).

FIRST DISTILLATION: August, 2017.

RAW MATERIAL: Cereal.

DISTILLATION SYSTEM: 250-Liter Copper Alembic.

NUMBER OF BOTANICAL INGREDIENTS: 17.

BOTANICAL MATERIALS: Juniper, four varieties of chiles from the region, spices, fruits, and highly aromatic flowers completely sourced.

ANUAL PRODUCTION: To be determined.

MAIN COUNTRIES OF EXPORT: United States, Spain, UK, France, Italy, Germany.

The botanicals.

What makes Katún spacial, different?

The Chiles

- **Chile Habanero:** Is one of the most representative chiles in the yucatecan cuisine. Very powerful and tasty. Very spicy. Appellation of origin
- **Chile Xcatik:** Fresh regional Chile from the Yucatan Peninsula, pale yellow, thin, pointed, conical elongated and somewhat wavy. It usually measures 11 cm in length and between 2 and 3 in its widest part. It can be moderately spicy or very spicy.
- **Chile Pais:** Is also an endemic chile from the region. Very hard to find during the year. Is powerful in flavor and very tasty. Not so spicy



Habanero



Xcatik



Pais

The Citrics

- **Chinalima** (Endemic from the region. very low know even for locals. There are no pictures of the chinalima in google).
- **Lima Yucateca** A *lima*, green on the outside but has a rougher skin. When sliced open you can see a thicker skin than limes, and also the colour is more white than greenish. Limas are still citrusy, but have a sweeter taste than limes and much sweeter than a yellow lemon. he limas you see here are native to the Yucatan Peninsula, and some sites actually say that they are not found outside of this region.



Lima yucateca



- **Grapefruit peel**

The botanicals.

What makes Katún special, different?

- **Achiote:** is an orange-red condiment and food coloring native to tropical regions from Mexico to Brazil. Its scent is described as "slightly peppery with a hint of nutmeg" and flavor as "slightly nutty, sweet and peppery".

- **Pimienta Tabasco:** Mexican spice, It is a dark, aromatic, globose and fleshy brown berry of the pepper tree; Most of their names allude to being bigger than black pepper. It grows in the area of the slope of the Gulf of Mexico, from the north of the state of Veracruz to the Yucatan Peninsula. It is widely used in Mexican cuisine, in all kinds of broths, stews and moles.

- **Vanilla of Papantla. Veracruz: Appellation of origin:**

- **Cardamom**

- **Coriander seed**

- **Cinnamon**

- **Juniper: The only one that is imported.**

- **Fresh Sage**

- **Fresh Basil**

- **Fresh rosemary**

- **Strawberry**



Achiote/Annatto



Pimienta Tabasco



Vanilla of Papantla



Coriander seed



Cinnamon



Juniper berries



Cardamomo

Our Process

Maceration:

Gin Katún is macerated in batches of 200 liters in neutral alcohol of corn at an alcoholic graduation not exceeding 43 degrees. The maceration lasts at least 10 days. In each 200 liter tank, the 17 botanicals are added in cloth bags similar to those used to make beer. After the maceration time is completed, we transfer the alcohol to the 250 liters copper still to be distill.



Our Process

Distillation:

Once the macerated alcohol is transferred, we turn on the still at a constant temperature for 7 hours.

The separation of heads is based on the alcohol percentage and the smell and taste of gin. They are usually about three liters. For the cut of the tails is similar, based on the alcoholic percentage and the smell and taste of the gin. We usually get twenty liters of tails by distillation. We reuse heads and tails. We return that alcohol to the maceration tank that will be distilled the next day. In this way there is no waste of alcohol.

For each distillation of 200 liters we obtain between 65 and 70 liters of hydrolate of gin at an alcoholic percentage that goes from 79% to 81%.



[Click the video to play](#)



[Click the video to play](#)

Our Process

Bottling

Each batch of Katun is approximately 1,000 liters of gin hydrolate. That is approximately 14 distillations. The gin is resting during the process of those 14 distillations.

The hydrolate is combined with water and we reduce it to 42% alc. vol. that is the alcoholic percentage with which Gin Katún is marketed.



The symbolism behind the label of Gin Katún

The meaning of Katún

A Katún is a Twenty year cyclic period in the Mayan calendar. that is, 7,200 days.

katún also means end of period, closing period of time, since k'al tun means in Mayan language ***stone that closes.***



The symbolism behind the label of Gin Katún

*Katun label is based in symbols, legends
and cardinal points, botanicals.*

*Also contains the botanicals that we use
in the Gin.*



The symbolism behind the label of Gin Katún



Dziú Bird



This legend involves the problems of daily life and the relationship between nature and humans with the intervention of deities. This story is about Yumm Chaac, the god of water and agriculture, who noticed that the ground was about to lose fertility. He sought help from Kak, the god of fire, and decided to burn all the cornfields to fertilize it with ashes.

Before the fire started, he got help from birds; they had to collect all the seeds so they could plant them the following year. Among the large number of birds, one of them named Dziú decided to start early so he could relax the rest of the day; the other birds lowered their efficiency, as a consequence, the total of seeds were not collected.

When the bird Dziú knew what was happening, he decided to risk his life in the fire in order to save the seeds; at the end, he had his eyes red and his feathers burned. Because of this, the God Chaac Yumm decided that all the birds of this specie will have red eyes with a mark of ash in the wings.



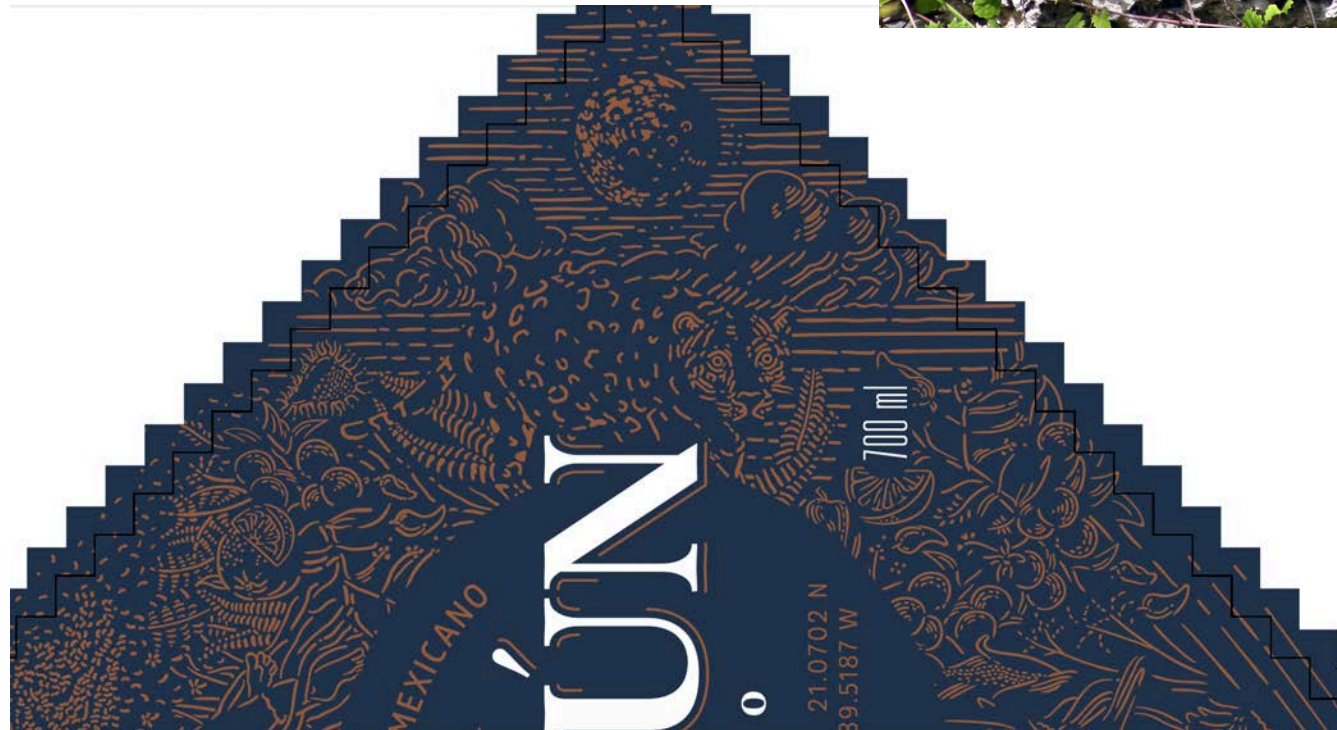
The symbolism behind the label of Gin Katún



The Jaguar
The night
The moon



The jaguar, symbol of power. The Sun God transformed into a jaguar so that he could travel at night through the world of the dead. The mottled skin of this beautiful feline represented the stars, in many Mayan ruins of Yucatan elaborate images of jaguar are represented.



The symbolism behind the label of *Gin Katún*



The Tolok
The day
The sun



You can find it almost everywhere in Yucatán. Makes it's home among the buildings of the ancient cities like Chichen Itza or Uxmal or between the albarradas (fences built with rocks)... You can see in backyards on waste ground. It is the iguana, Known in Yucatán as Tolok.



The symbolism behind the label of *Gin Katún*



The Ceiba Tree & the human



The ceiba was the most sacred tree for the ancient Maya, and according to Maya mythology, it was the symbol of the universe. The tree signified a route of communication between the three levels of earth. Its roots were said to reach down into the underworld, its trunk represented the middle world where the humans live, and its canopy of branches arched high in the sky symbolized the upper world and the thirteen levels in which the Maya heaven was divided.



The poem behind the label of Gin Katún

First Dream (The Beginning)

I am the Sacred Ceiba Tree (the Kapok)
from which your children will dangle like fruit,
Mother,
if you claim them
before their seeds ripen.
I am the vertebra that unites
the thirteen canopies of heaven
and the nine levels of the underworld
where the spirits travel.
I am the breasts of your daughter,
Mother,
where the old man nurses,
his long gray hair spilling over
the four directions of the universe,
as he walks nude
through the heavens
clothed
by your tears.
You entrust to me
the lives of your children,
Mother,
on my trunk you see
their footprints.
I am the Ceiba,
I am the Sacred One.

by
Feliciano Sánchez Chan



AUTÉNTICO GIN MEXICANO
ARTESANAL
KATÚN
CONKAL 21.0702 N
YUCATAN 89.5187 W
EST. 2017

auténtico **GIN** mexicano
artesanal

KATÚN

CONKAL • • • • • 21.0702 N
YUCATAN 89.5187 W

EST. 2017

