



September 25, 2023. Merida, Yucatan, Mexico.

Modern whisky – 5,000 years in the making. GRAN MAIZAL launches across the USA.



Whisky explorers and epicurean enthusiasts can now enjoy GRAN MAIZAL whisky - made entirely at Destileria La Vibora in the Yucatan, Mexico.

- GRAN MAIZAL whisky is a sensorial journey with delicate notes of toasted corn, cured vanilla bean and pure cacao.
- Using porous terracotta vessels for finishing allows GRAN MAIZAL to preserve the character of nixtamalized maize while balancing with toasted wood.

Founded by Cesar Ayala and Gonzalo de la Pezuela, GRAN MAIZAL's purpose is twofold:

To create and share delicious whiskies which embody the most cherished ingredients from ancient Mexico and to promote maize biodiversity while supporting small scale farmers.

“By exploring the treasured provenance of the Yucatan, we can now offer an expanded experience for a sipping whisky. The character emanates from thousands of years of Mesoamerican culture proudly passed on from one generation to the next,” says de la Pezuela.

GRAN MAIZAL is the result of years of shared efforts from farmers, distillers, scientists, and whisky experts. The community appreciates the ideation and feedback provided by Heather Greene and Francisco Ruiz Ph.D. as the whisky profile was defined.

About GRAN MAIZAL

Modern whisky – 5,000 years in the making. By exploring the treasured provenance of the Yucatan, GRAN MAIZAL offers an expanded experience for a sipping whisky. The character emanates from thousands of years of Mesoamerican culture proudly passed on from one generation to the next. The whisky is produced entirely at Destileria La Vibora in Merida, Yucatan, Mexico. GRAN MAIZAL was founded by Cesar Ayala and Gonzalo de la Pezuela in 2020 and is available in most US states at granmaizal.com.

Founders - Cesar Ayala and Gonzalo de la Pezuela

Cesar is an innovation and operations expert. He was the CEO for Management Forum in Mexico where he provided strategic business consulting to scores of enterprises and built a team of 35. He designs and implements effective operating models using a Total Quality approach.

Gonzalo is an international drinks expert and lover of all things Mexican. He was the Managing Director for Distill Ventures North America and VP, Brand Managing Director for the whisky and Tequila categories at Bacardi USA. He is also an entrepreneur with successful outcomes in new-to-world brands.

Heather Greene (Advisor)

Heather is a world-renowned whiskey expert, author, and master blender. She is CEO of Provision Spirits in Blanco, Texas and has direct oversight of product development, including blending her namesake and award-winning whiskey, Milam & Greene.

Francisco Ruiz, Ph.D. (Advisor)

Francisco has extensive academic, in-field, and production experience related to Mexican beverage alcohol. He is an expert with over 20 years of practice in the fermentation of native corn and agave.

GRAN MAIZAL ships in most states from granmaizal.com

MSRP \$57, 750 ml, 43% alc. vol. Enjoy Responsibly.

Contact hola@granmaizal.com

Press enquiries, contact gonzalo@granmaizal.com

Investor relations, contact Mark Fields, mfields@firstlibertiesfinancial.com

High res. images for download:

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