

# Cervecería Monstruo de Agua

Chela Endémica de Tenochtitlán

Since 2013



We are a microbrewery from Mexico City (CDMX) renown for our *Cervezas Híbridas* that express the great bio-cultural diversity of the Mexican terroir through the use of ingredients typical of its culinary and herbalist culture.

## ¿Why Mexican ingredients?

Craft beer in Mexico has always been imported styles made from imported malts and hops, we wanted to do things a little differently. With the use of local ingredients and an ethnobotanical approach we search and strive for an authentic Mexican craft beer identity: not just made in Mexico, but made from Mexico. We seek to empower Mexican farmers that follow agroecological-regenerative practices by integrating them into our value chain. This, since we believe that they play a pivotal role in the conservation of our ecosystems.

*“Monstruo de Agua, Mexican beers made from Mexico.”*



## El Jardín del Axolote

Our microbrewery is located within the Chichinautzin Biological Corridor at the skirts of the extinct Oyameyo volcano in the south of rural Mexico City. We set up our brewing facilities within an old cottage on a 5,000 m2 plot where we are cultivating an edible forest from which we draw some of our ingredients; we call this space *El Jardín del Axolote* (The Axolotls Garden). We use purified rain water in the whole productive process, which is designed to regenerate the soil and to conserve the surrounding natural environment.

*“This project is an open invitation to experience the flavors of the Mexican terroir; to seek authenticity and new experiences; to reflect upon the value chains we support, and to regenerate the wild axolotl.”*



## ¿Why “Monstruo de Agua”?

Because we were inspired by an amphibian autochthonous to the Valley of Mexico named *axolote*, Mexican slang for *axolotl* which in Nahuatl (the Aztec language) literally means “water monster”.

The Leyenda del Quinto Sol (Legend of the Fifth-Sun), tells the story of Xolotl; the deity of duality and the underworld, twin of Quetzalcóatl. Xolotl, attempting to avoid being sacrificed runs into a field to hide in disguise. He first transforms into a Maiz (corn) plant with two stalks and is seen, he then flees again and turns into a Maguey (agave) with a double leaf and is again seen; he finally jumps into water and turns into an an axolotl; form in which he is caught and sacrificed together with his brothers in order to put the Fifth-Sun into motion.

Axolotls are capable of regenerating their extremities and organs. Those from Mexico City (*Ambystoma mexicanum*) remain in the water in their infant form for their whole lives. The few that do happen to leave the water metamorphose and lose their branquial crest to become an animal biologically indistinguishable from the common salamander. It is these powers that have captivated and inspired people throughout Mexican history.

The axolotls main habitat are the canals and chinampas of Xochimilco; an ecological system that once provided nutrition and sustenance to the Great Tenochtitlán, a city that was in symbiosis with its natural environment. Its transformation into the now called Mexico City, implied the drainage and pollution of its lakes. The wild axolotl is now an extremely endangered species that shares a common destiny with these lakes.

The axolotl is a symbol of Mexico. It inspires us to innovate based on creativity and knowledge; to transform without the fear to explore. It is a reminder of the fragility of that which gives us life and joy.



With this totem, we look to generate social conscience with respect to the role and importance of local economies in the conservation and preservation of our ecosystems and traditions. We invite the public to seek products based on value chains that are sustainable both environmentally and socially.





# Medals and Recognitions



**Competition :** *Copa Cerveza México 2018*

**Prize:** *Gold medal*

**Category:** *Experimental Beer*

**Beer:** *Blanca de Maguey*

**Style:** *White Hybrid IPA*



**Competition:** *Slow Beer 2018*

**Prize:** *Silver*

**Category:** *Sugars and Honeys*

**Cerveza:** *Melames*

**Estilo:** *Cucumber Bragot*



**Competition :** *Aro Rojo 2019*

**Prize:** *Bronze*

**Category:** *Spice, Herb, or Vegetable Beer*

**Beer:** *Stout de Higo y Caña*

**Style:** *Stout Tropical*



**Competition :** *Copa Cerveza México 2019*

**Prize:** *Silver medal*

**Category:** *Experimental Beer*

**Beer:** *Blanca de Maguey*

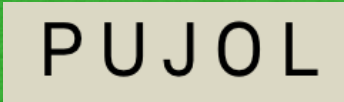
**Style:** *White Hybrid IPA*



Premio ACERMEX 2019 to Innovation for our “Cervezas Híbridas”. ACERMEX is the Mexican Craft Brewers Association, this is a recognition given to individuals and companies that have contributed in an extraordinary way to the innovation and development of new techniques, products or instruments applied to the independent Mexican craft beer industry.



CLIENTS AND POINTS OF SALE





## our first "Blanca de Maguey" recipe

BLANCA DE MAGUEY (agave white ale - 7% abv): water, barley malt, agave, hops, bitter orange, coriander seeds, white yeast.

Our first recipe, inspired on the idea that there could be a beer perfect to accompany the Mexican culinary experience. It has the versatility to serve as a perfect chaser

whilst zipping on a great Mezcal, and to marry with the vast repertory of Mexican dishes; from the moles of Oaxaca and Puebla, to the ceviches and seafood of the Pacific and Baja cuisine.

The bitter orange provides a sweet and refreshing citrus nose. It comes from Yucatán, a state in the southeast of Mexico iconic for its mayan influenced gastronomic culture. Its juice is typically mixed with annatto seeds to create a paste that serves as the marinade for two of the most representative Mexican dishes: pastor and pibíl.

The coriander seeds are harvested in Morelos, the state contiguous to our home state CDMX. It brings out another layer of citrus qualities intertwined with a subtle peppery note that beautifully highlights the Mexican Sazón in ceviches and Baja cuisine.

Approximately a third of the fermentable sugars in this beer come from Agave, a plant that has shaped Mexican culture since 6,000 years ago; it can be eaten and used for clothing, construction and tools. It has since ancestral times been said that alcoholic beverages derived from agave will warm the heart and lighten the spirit. We use the sap of Maguey Pulquero from Coahuila state, which is the base ingredient in the ancestral fermented beverage called Pulque. The agave contributes a light body and herbal hints that perfectly complement the fruity and citrus qualities of the beer.





## Sugoi

**SUGOI (agave blonde ale - 5% abv):** water, barley malt, agave, hops, ginger, lemon grass, yeast.

We named this beer with the iconic Japanese word, Sugoi; which perfectly translates to Chido, a word amply used in Mexican slang to mean “awesome” or “incredible”. We chose this name as a tribute to the Asian influence that is now a part of Mexican every day culture. Although ginger and lemongrass are herbs that originated in Asia, they are now cultivated in Mexico and widely used as ingredients in cuisine and folk remedies. Sugoi brings together the qualities of Asian and Mexican origins to yield a surprisingly energizing and refreshing beverage worthy of its name.

The ginger provides earthy and spicy base to the beer with hints of citrus and floral notes. They are grown in Veracruz, an extremely biodiverse state mostly covered in evergreen tropical forest. It is a state with a unique cuisine representative of the many cultural influences that came via its main port since Hernan Cortez. Supplementing the typical corn and beans with flavors from the local terroir including tropical fruits, rice, sea food and herbs and spices such as hoja santa and vanilla. All flavors that are enhanced and marry heavenly and with this beer.

The lemon grass adds more layers of citrus and herbal aromas along with a slightly sweet aftertaste. It is grown in CDMX, where it is called Té Limón in reference to its folk use as a digestive tea. As with ginger, this herb that was adopted by Mexican culture for its medicinal properties and in the last decades became a part of its gastronomy with the enormous rise in popularity of Asian and Mexican-Asian cuisine.

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# NOCHTLI

NOCHTLI (prickly pear golden ale - 5% abv): water, barley malt, prickly pear, lemon balm, hops, yeast.

The name of this beer, *Nochtli*, is the word in Nahuatl for prickly pear. It is the fruit of *Nopal*, a cactus that Mexico has adopted as a national symbol. The legend says that the god of the sun, *Huitzilopochtli*, ordered the Aztecs to settle and build their empire wherever they found an eagle poised on a nopal devouring a rattlesnake. Thus it was that on a little island in the middle of the ancient lake that now sits beneath Mexico City where the ancient Great *Tenochtitlan* was founded.

Prickly pear provides about a quarter of the fermentable sugars in this beer. It is grown in Morelos, a state with tropical climate contiguous to Mexico City. It provides the beer with a refreshing cucumber like aftertaste that is distinctive of this ingredient. Since pre-hispanic times, a form of prickly pear wine called *Caloncho* has been prepared by crushing and fermenting the fruit mixed with herbs and spices. Just as our Nochtli, it is a seasonal drink since prickly pear is only available from the months of July to October.

Lemon balm provides a subtle sweet minty citrus hint that together with the prickly pear aftertaste gives the beer a thoroughly thirst quenching quality. It is grown in Xochimilco, a region of Mexico City which holds the little that is left off the *Texcoco* lake system that used to surround the Great *Tenochtitlan*.

