

# TASTE OF MEXICO

"Our next Culinary Journey"



## Cervecería Monstruo de Agua

*Chela Endémica de Tenochtitlán*  
Since 2013

*Artisanal beer not only made in Mexico but "from Mexico"*

Cuahtemoc, Ciudad de Mexico, 06100, Mexico

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*.

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"*.



## Cerveceria La Brü

Morelia, Michoacan, Mexico

La Bru began in 2006 as a collaborative project amongst three homebrewers in Morelia, Michoacan, Mexico. In 2013 *La Bru won Best Of Show* with its Doble IPA in *the national pro brewer's competition, Copa Cerveza MX* and La Bru beers are now enjoyed from Tijuana to Cancun.

In recent years, La Bru has increasingly focused on developing original and innovative products using native Mexican ingredients. We are *inspired by the vast food biodiversity in Mexico* and passionate about share *Mexico's unique flavors* through our beers.

## La Brü

### Maiz Azul

Maiz Azul begins with *carefully and responsibly sourced native blue corn* from the Meseta Purepecha in Michoacan. The people of this region, considered by many to be the origin of corn, *continue to cultivate the native corn as they have for over 7000 years*. Traditional *"milpas"*, a mixed crop plantation, are still maintained using ancestral methods.

Maiz Azul was inspired by the *Slow Beer Mexico* project, inviting craft brewers to use Mexican Ark of Taste ingredients in their beers. In 2016 *the first Slow Beer competition was held and La Bru was awarded first place*. In that same year Maiz Azul was presented in *Slow Food's Salone di Gusto in Turin, Italy* along with innovative beers from around the world which reflect the native ingredients of their place of origin.

Since then, Maiz Azul has continued to receive awards, taking *first place* in its category again in *Slow Beer 2018*, multiple awards in the *Abierto Mexicano de Cervezas* and a *gold medal in Copa Cerveza MX in 2019*.

**Format(s):** 24 x 12 oz / 355 ml small bottles  
**Bar-code:** 7 503021 648068

