DRINKS

OMA DELICIAS ARTESANALES



PONCHES
PAJAROTE
(PAJAROTE PUNCHES)



My maternal grandmother, Celfa, used to make punch at least once a month, for special occasions, such as her town's festivals and for welcoming her friends at home.

The pictures I have from my childhood regarding this tradition, accompany me to this day. I remember watching the preparation of this recipe. One of the most contemplative processes was when she put a brown sugar "stone" inside the pot, the stone would slowly melt, dissolving in the water, adding color, flavor and sweetness to her drink.

This experience makes me think of the kitchen as a place for possibilities, where our affections and imagination can be overflown on recipes. Mexican gastronomic culture is made up of a set of elements that cross borders, part of them are family traditions, which gives our recipes that sense of belonging.

I constantly seek to reinvent my relationship with these traditions; I´ve brought my life experiences to my artistic practice in an interdisciplinary way, under the pseudonym "La Princesa de Etzatlán" (The Princess of Etzatlan), I research, sometimes obsessively, with the intention of satisfying my curiosity and discovering new ways to create. Since 2011 I´ve been experimenting and learning how to prepare punch and liqueurs. My personal vision is expressed in PAJAROTE!



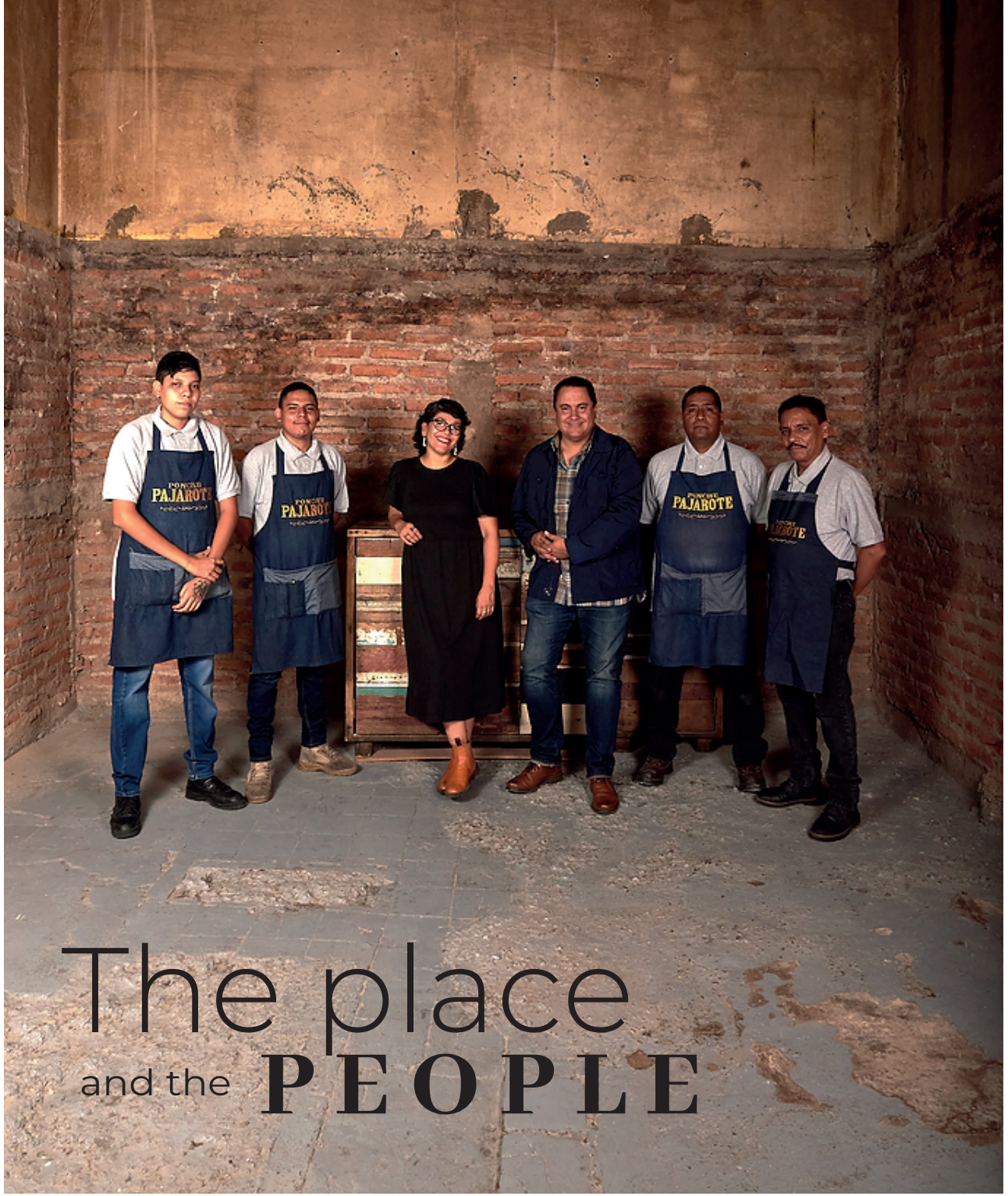
RUBÉN and Mónica

The history of OMA Delicias Artesanales (Artisan Delights)

In 2015 “La Princesa de Etzatlán” and her brother, Rubén Leyva started OMA Delicias Artesanales, a workshop of craft drinks dedicated to experimentation.

With this workshop the siblings learned to be patient, embracing the complex, as well slow, maceration processes for the liquor elaboration and to achieve the perfect mix of ingredients for their punches.

They decided to reject stabilizers, colorants and artificial essences. Instead, they understood that liqueurs contain sediments naturally when they were made like “at home”, which is not an imperfection of production that must be corrected, but a badge of honor in their products, which constitutes their identity.



The place and the PEOPLE

We are located at the center of Guadalajara, in one of the most emblematic and beloved neighborhoods of the city, Santa Teresita, a neighborhood full of colors, customs and trades. PAJAROTE occupies a space that used to be a bakery where birote, a staple food for the people of Guadalajara, was produced.

From there we continue to experiment, preserving and promoting the intangible heritage, our traditions. We produced liqueurs and punches to distribute them firstly in our barrio, with our neighbors, baristas and the hospitality industry of our city; then in some other cities of our state, Jalisco; later in other states of Mexico and finally in the USA and globally.

The secret of our beverages is in the affection, the respect to the memoir of our traditions and the careful process we take step by step, from acquiring the fruit or the spices we work with.

We are fortunate to have the support of people who are passionate about their job. We are a great team!

PAJAROTE
The best of our DRINKS



Punches and strong liqueurs, bright and concentrated, in perfect dialog with color, taste and texture. So, when taken alone or on the rocks, they explode with flavor in our mouths.

They are also great to stimulate and dynamize a creative bar, giving the cocktail menu tons of flavor!

Our punches of hibiscus, tamarind, guava, chocolate, mango and jackfruit focus on the concentration of the properties of the flowers and fruits so much so solid sediments can be found in the bottles.

Our liqueurs: Arandas Pomelo Rosemary Liquor, Ginger, Clove & Cardamom and Cordoval Dix are strong in aroma and flavor, relying on the digestive antiseptic and aphrodisiac properties of the spices that compose them.



Panch, Punch, Ponche

The punch is the result of the encounter between cultures: a syncretic drink, which allows us to savour in each sip, the Hindu, European and, in the case of Mexico, the indigenous traditions.

At the center of Mexico, punches are well known as infusions with “piquete”, that is, with alcohol. Made from flowers, fruits and spices such as guava, tamarind, tejocote, walnuts, cloves and pistachios.

Although punches are considered a liquor, at Pajarote we like to keep the Mexicanized name, because we respect the philosophy of the language of the territory, and because it refers us to the regional recipe, which is identified by the inclusion of tropical fruits.



GUAVA PUNCH

SPECS

Capacity: 750 ml
Alc. 15% vol.
Proof: 30°
Ingredients: Guava pulp, water, cane distillate, cane sugar.
Date of elaboration: It is the date in which we elaborate and package it.
Preferential consumption: 2 years

Traceability of the fruit: The guava comes from the state of Michoacán and is purchased at Guadalajara´s Central de Abastos.

Pajarote collaborators come to this center very early, to select and later take the fruit to the factory. Finally, the guava pulp is extracted in our facilities.

Inspiration: Guadalajara had its urban explosion in the mid-nineteenth century, in those years, the convents, churches and some families had large fruit orchards that disappeared with the current layout of the city. It is very common to this day to find guava trees in the streets, and in some seasons of the year, guavas fall from the trees to the ground, passers-by step on them, filling the environment with their aroma. Its smell is intoxicating!

Notes:

1.-Being a product without artificial colorants, Guava punch can oxidize, that is, its yellow color can darken by 30%, transforming into a slightly brown color, this is part of a natural process occurring when fruit is in contact with the sun, which does not affect the taste of the drink at all.

2-This guava punch is very thick since it was decided to include a large amount of pulp in its preparation.It works great for mixing because its flavor just goes on and on!



TAMARIND
PUNCH

SPECS

Capacity: 750 ml
Alc. 15% vol.
Proof: 30°
Ingredients: Tamarind pulp, water, cane distillate, piloncillo.
Date of elaboration: It is the date in which we elaborate and package it.
Preferential consumption: 2 years

Traceability of the fruit: We buy our tamarind at the Guadalajara's Central de Abastos.
Inspiration: Tamarind is an essential fruit in Mexican gastronomy. Even though the tamarind tree is native to Africa, it has been adopted and embraced as its own in Mexico. This sweet and sour punch is an ode to tamarind and chili sweets that go back to our childhoods. Designed to satisfy the eternal craving for something that makes those who consume it feel tingling from the palate to the toes.

Notes:
This drink is sweetened with brown sugar. Identify its rich smoked sugar flavor!



CHOCOLATE PUNCH



SPECS

Capacity: 750 ml
Alc. 15% vol.
Proof: 30°
Ingredients: 100% cacao, water, cane distillate, piloncillo.
Date of elaboration: It is the date in which we elaborate and package it.
Preferential consumption: 2 years

Traceability of the fruit: The cacao we use comes from “La Broma de Teo”, a sister project, founded by Luciana Helguera, who works with Mexican producers who grow cocoa and extract the best beans using traditional methods.
Inspiration: This punch contains the oldest treasure in Mexico: cocoa, a luxury item and a means of exchange between native peoples.
The Princess of Etzatlán first tasted chocolate in water (a traditional Oaxacan drink made from chocolate and purified water) in the markets of Oaxaca, this inspired her to create the Chocolate Punch. That's why the recipe is so simple: Cacao and sugar water with Mexican piloncillo.

Notes:
This punch is so natural that you can see cacao sediments in the neck of the bottle.
You just need to shake it quickly, to later enjoy a full taste of chocolate in each sip. It might look like mold, but it's 100% delicious cocoa butter!



MANGO PUNCH

Seasonal fruit punch!



SPECS

Capacity: 750 ml
Alc. 15% vol.
Proof: 30°
Ingredients: Mango pulp, water, cane distillate, cane sugar.
Date of elaboration: It is the date in which we elaborate and package it.
Preferential consumption: 10 months

Traceability of the fruit: We buy the mango at Guadalajara's Central de Abastos.
Inspiration: The Mexican mango is a seasonal fruit, it is sweet and fleshy, its pulp full of flavor, also identifiable with a Tropical environment.

Notes:
1.-Being a product without artificial colorants, the Mango punch can oxidize, that is, its yellow color can darken by 30%, transforming into a slightly brown color, this is part of a natural process occurring when fruit is in contact with the sun, which does not affect the taste of the drink at all.
2-This Mango punch is very thick since it was decided to include a large amount of pulp in its preparation. It works great for mixing because its flavor just goes on and on!



MANGO PUNCH

Seasonal fruit punch!



SPECS

Capacity: 750 ml
Alc. 15% vol.
Proof: 30°
Ingredients: Jackfruit pulp, water, cane distillate, cane sugar.
Date of elaboration: It is the date in which we elaborate and package it.
Preferential consumption: 10 months

Traceability of the fruit: The Jackfruit that we use to make this punch comes from the coastal orchards of the state of Nayarit. It is bought at Guadalajara´s Central de Abastos.
Inspiration:
A large, lush fruit.The coastal jackfruit is well-known but very little used, its smell strong and penetrating, many flavors are recognizable since in its pulp there are notes of tropical fruits such as mango, papaya, banana, and soursop. We really like its rough texture and large size!

Notes:

1.-Being a product without artificial colorants, the Jackfruit punch can oxidize, that is, its yellow color can darken by 30%, transforming into a slightly brown color, this is part of a natural process occurring when fruit is in contact with the sun, which does not affect the taste of the drink at all.
2-This Jackfruit punch is very thick since it was decided to include a large amount of pulp in its preparation. It works great for mixing because its flavor just goes on and on!

CONSIDERATIONS ABOUT OUR PUNCHES:

1. We do not use flavorings. The pulp of the fruit we use is processed by ourselves; the flavor of the fruit may vary slightly according to each season.

2. It does not contain stabilizers or gums so it is recommended to mix before use. Shake it up!

3. The closed bottle should not be exposed to the sun, nor to high temperatures.

4. It must be kept closed outside the refrigerator.

5. For Jackfruit and Mango Punches, we recommend to consume them in the first ten months after their production.

6. For Guava, Mango, Tamarind, Chocolate and Jamaica Punches we recommend to be consumed in the first two years, after their production.

7. After these periods, well-preserved closed products can have a much longer life, you just have to make sure that the bottle cap is not swollen.

8. Once opened the product must be kept refrigerated.

9. It is normal for the punch to thicken when refrigerated.

LIQUEURS


LICOR
PAJAROTE
750 mL
CLAVO&CARDAMOMO
CORDOVAL
DIX
LIQUEUR
ARTISAN HERB BITTER
LICOR
PAJAROTE
750 mL
JENGIBRE
LICOR
PAJAROTE
750 mL

L I Q U E U R S

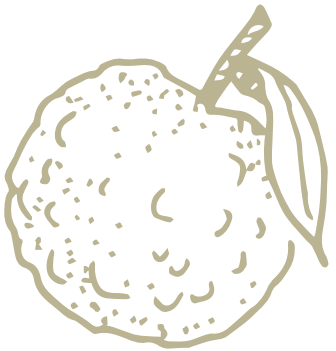
“The first liquor I made was ginger. What motivated me was to look for that spicy, natural flavor of ginger, which I could not find in any Mexican ginger liquor.
So, I decided to experiment a lot with a slow macerating process and capture the base from which this liquor was developed”

-La Princesa de Etzatlán

The maceration used in the production of liqueurs is the contact of high-grade distillates with flowers, fruits, seeds and spices to extract their components and properties through rest.
The empirical investigation of La Princesa de Etzatlán led her to discover different techniques for macerating the essences and tinctures of flavor, based on high-grade distillates, such as cane liquor.
By tasting the different types of maceration, she discovered the ideal formulas, resulting in PAJAROTE liqueurs, which can be kept for many years.



ARANDAS POMELO ROSEMARY LIQUOUR



SPECS

Capacity: 750 ml
Alc. 22% vol.
Proof: 44°
Ingredients: Rosemary and and Arandense grapefruit peels, water, cane sugar, cane distillate, certified color (carmine and annatto extract)
Date of elaboration: It is the date in which we elaborate and package it.
Preferential consumption: 4 years

Traceability of the fruit and the plant: The grapefruit peels come from the town of Arandas in the state of Jalisco, the rosemary comes from orchards located in Zapopan, also in the state.

Inspiration: Due to the temperate climate of Guadalajara and the urban layout, grapefruit and sour orange trees are planted on city sidewalks, since they do not grow very tall and their roots are not deep enough to modify their surroundings. These varieties of grapefruit and wild oranges reveal a thick white skin and acid flavors when peeled. Due to their extreme acidity, these fruits are often underestimated for gastronomy and consumption, which culminates in fruits at ground level trampled by cars and passers-by, flushing the environment with their aromas.

The Siembra Spirits brand directed by David Suro, collaborates with a distillery located in Arandas, Jalisco, in this distillery the Siembra Azul white Tequila is made. Inside the distillery grounds there is a large family



of acid grapefruit trees surrounding the distillation area, forming a natural fence for the factory's fermentation area.

These fruit trees are present near the agaves of the region, thus becoming an important part of the botany of this place.

Suro told La Princesa de Etzatlán how he used the dehydrated skins of these grapefruits to taste his tequila, expanding his sensory experience with this act. The Licor Arandense de Grapefruit and Romero (Suro & Leyva) was born from this story with the idea of co-creating a liquor that would be part of both families, the Siembra family and the Pajarote family, expressing in this liquor another perspective of the botanical environment of Arandas and the Value of friendship.

The Arandas Grapefruit and Rosemary liqueur is made by slowly and carefully peeling the skins of grapefruits, during this process whoever executes it slowly but surely gets drunk with the fragrant oils that emanate from the shells!

Subsequently, the shells macerate for months in cane distillate, providing it with aromas and flavors . When the time comes, rosemary is added, which brings freshness and balance to the maceration. This combination expands the corporeal experience, opening the nose, producing an almost therapeutic experience that invites you to clear your mind and enjoy.

Finally, natural dyes extracted from achiote and cochineal are added. This process generates sediments that we like to preserve and present in the bottle.

We recommend to accompany and taste this liqueur with white Siembra Azul tequila, which evokes the botanical environment of the beautiful agave fields where Siembra Azul tequila is made.

Notes:

It may form sediments at the bottom of the bottle, mix well before use.



CLOVE AND CARCAMOM LIQUOUR

SPECS

Capacity: 750 ml
Alc. 22% vol.
Proof: 44°
Ingredients: Clove, cardamom, water, piloncillo, cane sugar, cane distillate.
Date of elaboration: It is the date in which we elaborate and package it.
Preferential consumption: 4 years

Traceability of spices: cardamom of national origin and imported clove.

Inspiration: The Clove and Cardamom liqueur is the direct result of our obsession with the smell of cloves. This spice combined with cardamom bursts in your mouth and ends with a fine spicy aftertaste, warming your whole body. The cloves and cardamom are macerated in cane distillate for months. Like ginger liqueur, this maceration is blended with our homemade piloncillo syrup to find the desired balance of richness and alcoholic profile.

Notes:
It may form sediments at the bottom of the bottle, mix well before use.



GINGER
LIQUOUR



SPECS

Capacity: 750 ml
Alc. 22% vol.
Proof: 44°
Ingredients: Ginger, water, cane sugar, piloncillo, cane distillate.
Date of elaboration: It is the date in which we elaborate and package it.
Preferential consumption: 4 years

Traceability of the fruit: Imported ginger.

Inspiration: Ginger liqueur takes a full year of process to capture the spicy essence of its namesake root.
The process begins with the selection, and then several months of ginger maceration in cane distillate. After maceration, it is liquefied with our own homemade piloncillo syrup, where the graduation is reduced to the desired level. Here, its sweetness, balance and body are effectively packaged with the burst of acidity and freshness so characteristic of ginger.

Notes:
It may form sediments at the bottom of the bottle, mix well before use.



CORDOVAL DIX BITTER LIQUOUR

SPECS

Capacity: 750 ml
Alc. 30% vol.
Proof: 60°
Ingredients: Infusion of grapefruit peels, herbs and spices, water, cane sugar, cane distillate, carmine color 120.
Date of elaboration: It is the date in which we elaborate and package it.
Preferential consumption: 4 years

Traceability of the fruit: Grapefruit peels, herbs and seeds are purchased at Guadalajara´s Central de Abastos

Inspiration: This liqueur is inspired by campiri and amaro, bitter drinks of Italian tradition. The princess of Etzatlán wanted to make her own less bitter version, using grapefruit peel as a base and enriching the bitter taste with pepper seeds, bay herbs, rue, and mint.

Both the name and the spirit of DIX are inspired by "Gertrudis", paternal grandmother of the Princess of Etzatlán, who signed her plastic works as DIX, drawings that she gave to the Princess since she was a child, which triggered in her an artistic vision of life.

The flavor of the DIX liqueur is smooth and balanced in its bitter proposal. The process used is the slow maceration of grapefruit peels and herbs, to later make a homogeneous and harmonious mix with a sugar syrup.

Notes:

It may form sediments at the bottom of the bottle, mix well before use.



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