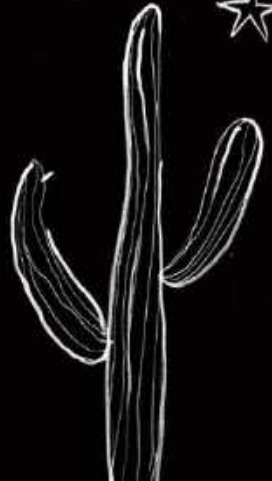


# dangerous DON





# dangerous DON

Dangerous Don is a UK drinks brand, founded by **Thea Cumming**, that works with producers in Mexico to create a premium mezcal.

**Dangerous Don** has three pours, an **Espadin**, **Destilado Con Café**, and **Destilado Con Mandarina**. It was the first Café Mezcal on the market, made with hand-grown, organic Naomquie coffee beans which has a signature chocolatey, rich aroma.

At the heart of the business is nurturing the supply chain at every junction. Mezcal is expensive because it is made from agaves, a plant that takes time and love to grow, and expert knowledge to make the spirit, which is often passed down through the family. Thea passionately believes it is important to respect the whole process of mezcal – from seed to bottling, it is this care that creates a truly beautiful spirit.



Thea first tried mezcal in 2014 and recognised that it was a spirit that she would love to work with and believed that there were new ways to introduce the drink to the UK. It has a depth of flavour unlike anything else and mezcal's complexities in region, agave variety and production methods can be compared to wine; the flavour variations differ from one region as it takes on the terroir, making it a perfect category for the inquisitive drinker. Bartenders had been enjoying the drink for years but in the UK it had not been enjoyed on a wider level.

Thea's first endeavour with this drink was focused on showcasing the many great producers and forging trading opportunities and she, along with Melanie Symonds of Quiquiriqui Mezcal, launched the Mezcal Week in London in 2017. As she built ties with producers in Mexico and artisans the concept of Dangerous Don was born.

She now works closely with her producers and continues to grow the brand and spread the good word of mezcal, and is primarily based in Mexico.

The mezcals are all produced using traditional methods from mezcal production families that are many generations old. The process is a labour of love and each part and each different technique is essential in deriving a unique and special mezcal.



dangerous  
**DON**

...is Thea's father! He's the inspiration behind it all, his devil-may-care attitude has given her the confidence to make things happen.

### **Thea Cumming**

Originally from Devon, Thea graduated from Manchester University with a BSc First Class honours degree in Management and Marketing of Textiles, before moving to London and immersing herself in the hospitality industry there. Thea started London Mezcal Week in 2017, which ran for three years. In November 2019 she opened Doña bar in Stoke Newington, a mezcal bar that curates fun and diverse evenings with artists and musicians.

During the pandemic Thea was working in Oaxaca City, where her son was conceived, she came back to the UK and gave birth to Amado on 15 February 2022. Since then she has been running two businesses, single handedly grown Dangerous Don, whilst having the pressures of being financially responsible for her small family. At the end of 2023 Thea, along with Amado and his father, will be moving back to Mexico, so Amado can be close to his Mexican family and Thea will be working once again alongside her mezcal partners.



# dangerous DON

...is a community and collective project

The Dangerous Don team are all women, many mothers, who are based in the UK and Mexico. The producers are family-run growers and makers, whom Thea works closely with. Meet some of the people who are part of the brand:

## **Celso Martínez**

Celso and his family are mezcal producers and master distillers. Celso makes Dangerous Don's destilado con café, and destilado con mandarina, which are both made with espadin agave. He is based in Santiago Matatlan, often referred to as the 'World Capital Of Mezcal' it is a town and municipality in Oaxaca in South-Western Mexico.

## **Juan Diaz Cruz**

Juan produces Dangerous Don's espadin - straight espadin with no infusion. He is based in Santa María Quiegolani, and is focused and concerned with making mezcal that respects and resonates with the history and culture of mezcal, as well as the environment.

## **Dangerous Don Bottling**

The bottles are handmade using a bespoke mould in Guadalajara, a region of Mexico known for artisan glass manufacturers. They are then printed in another factory in Guadalajara using a process called serigraphy - a very specific screen printing technique. The mezcal is then bottled in Oaxaca City at Juan's bottling facility and shipped globally!



*Thea with Celso and Lorena (Celso's wife)*

*Agave plant at Don Juan's in Santa María Quiegolani*



**Thea's favourite ways to drink...**

*dangerous*  
**DON**

**...and it's usually with a snack or a meal!**

### **Dangerous Don Spritz**

40ml Dangerous Don Espadin  
20ml Aperol  
15ml Lime Juice  
15ml grapefruit juice  
Garnish - orange

Fill a highball or wine glass with ice, add ingredients, stir, garnish & serve

"I am not a big fan of telling people how to drink things as I think it is a personal preference and sometimes we can be over prescriptive about the do's and don'ts of consuming new things - my Dad keeps his espadin in the fridge, I think it doesn't taste as good but that is how he likes it.

My preference is to drink my mezcal straight up at room temperature. The beauty of mezcal is the way the flavour changes when paired with food and so getting the right snack to sip with your mezcal is key.

### **Dangerous Don Espresso Martini**

40ml Dangerous Don Cafe  
30ml Cold Brew Coffee  
15ml Creme de Cacao  
5ml Agave syrup  
Shake & strain

Serve in a martini glass

I like having some dried fruit and nuts with the espadin, particularly mango. If I am not drinking it straight I will always have a little mezcalita; I like making it with 50% fresh orange juice so that I don't add any sugar but if not then agave syrup & some sal de gusano ('worm salt') on the rim; or a mezcal & tonic with a slice of grapefruit.

The café pairs perfectly with chocolate and dark fruits, and also works really well in a mezcal espresso martini or a negroni. I think the coffee mezcal is perfect for after dinner which is when I like to drink it. The mandarina, I would drink this straight up with a tiny bit of orange, or as a martini - because martinis are the best, and how could anyone anyone refuse a mandarine mezcal martini?! I've just discovered that the mandarina it goes insanely well with a bread & butter pudding! This expression you can drink before, after or even with dinner; I can imagine it will go very well with a ceviche or something citrusy like an orange sauce."



## What is mezcal?

Mezcal is a spirit which is distilled from the agave plant and has a denomination of origin protecting production in Mexico. It can be made from a variety of different agave plants, and production techniques vary drastically from one producer to another.

The agaves are firstly harvested at 8+ years and the pencas (leaves) are removed. The agave piña (heart, the soft centre) is then cooked in underground pits, if you are making ancestral or artisanal mezcal like what Dangerous Don uses, and the sweet fibres are then crushed. The crushed fibres and juices are then put into wooden tinas (vats) and left to naturally ferment. The fermented fibre and juice is then distilled twice in an abelique (still), Dangerous Don uses copper abelique but there are a variety of different methods for distillation. Traditionally, mezcal can be infused with local fruits and other produce, such as Dangerous Don's destilado con café and destilado con mandarina, this is often done for special occasions and celebrations.

Mezcal is sacred and one of the oldest distilled spirits in the Americas dating back over 500 years; the word 'mezcal' comes from the ancient Aztec language, Nahuatl, and means cooked agave. During colonial times, the Spanish banned the production of mezcal in order to promote the sale and consumption of their own imported beverages, creating a local underground production culture. The process is a real testament to the producer themselves and each family has their own secret techniques. Mexico is a country that has a rich and diverse ecosystem of flora and fauna, which is great for producers of mezcal. As consumers become more interested in sourcing, hand crafted products, and people behind brands, mezcal is becoming globally popular – it is an exciting time in this drinks category.



# UNLIKE MASS MARKET TEQUILA BRANDS... DANGEROUS DON IS AN ULTRA-PREMIUM MEZCAL WHICH IS HAND CRAFTED

Step 1

## HARVESTING

The leaves of the mature agave plant are trimmed, leaving the piña, the large heart or core of the plant. The plants grow for more than 8 years before harvesting and it is during growth that the aging process takes place

Step 2

## COOKING

The piñas are cooked using traditional methods, this takes place in earthen pits lined with rocks and heated with wood or charcoal. This underground cooking process gives mezcal it's smoky flavour

Step 3

## CRUSHING

The piñas are crushed to extract the juice. This is done using a large stone wheel called a tahona, pulled by a horse or mule in the traditional way



## FERMENTATION Step 4

The juice is left to ferment naturally in large wooden vats with the help of airborne yeasts

Step 5

## DISTILLATION

For our espadín, the mezcal is distilled twice in copper stills to refine the flavors and remove impurities

Step 6

## TRIPLE DISTILLATION

Our botanical mezcals are steeped for 24 hours with either roasted coffee or seasonal mandarins. A third distillation delivers their distinctive smoothness



OUR ULTRA-PREMIUM RANGE

# DANGEROUS DON

Espadin



£44.94 RRP

## The Perfect Sipper

**What:** Light and delicately smoky Espadin mezcal

**Flavour profile:** Soft & floral with stone fruits

**The occasion:** Special moments. Sip & savour and celebrate life

**How we drink it:** Margarita! Always a margarita

# DESTILADO CON

Mandarina



£51.45 RRP

## The citrus sundowner

**What:** Super fresh Mandarin Mezcal

**Flavour profile:** Citrusy and tangy

**The occasion:** Summer evening drinks with great friends

**How we drink it:** Mandarin Martini with pickled orange peel

# DESTILADO CON

Café



£59.99 RRP

## The Don Digestif

**What:** Rich & classy Café Mezcal

**Flavour profile:** Chocolatey and smooth with subtle coffee

**The occasion:** After a dinner party paired with a piece of dark chocolate

**How we drink it:** Mezcal negroni with a twist of orange



[www.dangerousdon.com](http://www.dangerousdon.com)

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