

UNCORK  
A CARNIVAL  
OF  
FLAVOURS



## Kantala Spirits presents a drink that will change the way you celebrate

### GRACIA VIVA-AGAVE!

A truly kindred spirit with a wholesome origin story. What began as a homemade artisanal agave brew, is now available commercially in Goa first, and then all India and the world.

### THE ORIGIN STORY

It started way back in the 50s and 60s in Bandra, Mumbai. Grace Fernandes, growing up in gentler times in what was then Bombay, studied hard while her friends partied (Yeah, Bandra was always party central- gets its genes from Goa!) Grace did well in life, married and ensured her kids were academically oriented and hardworking too. Now where does an Agave drink fit into all this, you ask?

Wait for it!



In 1984, Grace and her family went on a holiday to Mexico. Her children were teenagers then, so they quickly hit the party spots and she was left to her own devices. Being a genealogy major, she decided to look into the origins of the Fernandes family name.

Remember that Goans, like the original native Mexicans, were also converted to Christianity by Spanish priests. These priests bestowed their surnames on the new converts, and so there are common surnames among Mexicans and Goans. Fernandes is Fernandez in Mexico.

Grace's exploration took her to Guadalajara, in the interiors of Mexico, away from the beaches and the typical touristy crowd. Here she met Senor Julio Ramirez- Fernandez. He greeted her like she was his long-lost sister and they immediately hit it off. A chance meeting in a library ended up with an invitation to dinner with the Ramirez- Fernandez clan! Dinner done, as Grace got ready to leave, Senor Ramirez-Fernandez presented her with a bottle of his specially made Agave drink. It was his family recipe.

Grace thanked him and went back to her beach combing family.

Back home in Bandra, Grace replicated this drink using Indian ingredients, and some that she got her Mexican brother to courier! And soon the Bandra Fernandes clan had a drink that connected them with the Mexican Ramirez-Fernandes clan. This drink- that everyone called 'Grace's drink' was a hit at all their family functions and parties.

In 2024, at the age of 83 years, Grace Fernandes passed away peacefully, surrounded by her family. And Suzann, Grace's favourite daughter, decided to make her mother's drink commercially available to all, in her memory. Suzann christened it Gracia, it means Grace in Spanish.



## THUS GRACIA VIVA AGAVE! WAS BORN.

To enjoy Gracia, you must drink it like the Fernandes' do. Pour a peg of your favourite flavour in a drinking glass- there are 5 flavours, so you are spoilt for choice (and a 6th one coming in December!)

Sip your drink slowly, really slowly. Let the vibrant notes of the flavour dance on your nose. The first sip feels velvety, followed by a delightful explosion on your tongue. Subsequent sips reveal hidden flavours. Gracia Viva-Agave is sensuous like the Spanish, ancient like the Mexicans and wonderfully mad like the Bandra Goans!

Say Viva-Agave as you enjoy Gracia- the amazing Grace Fernandes' fantabulous spirit.

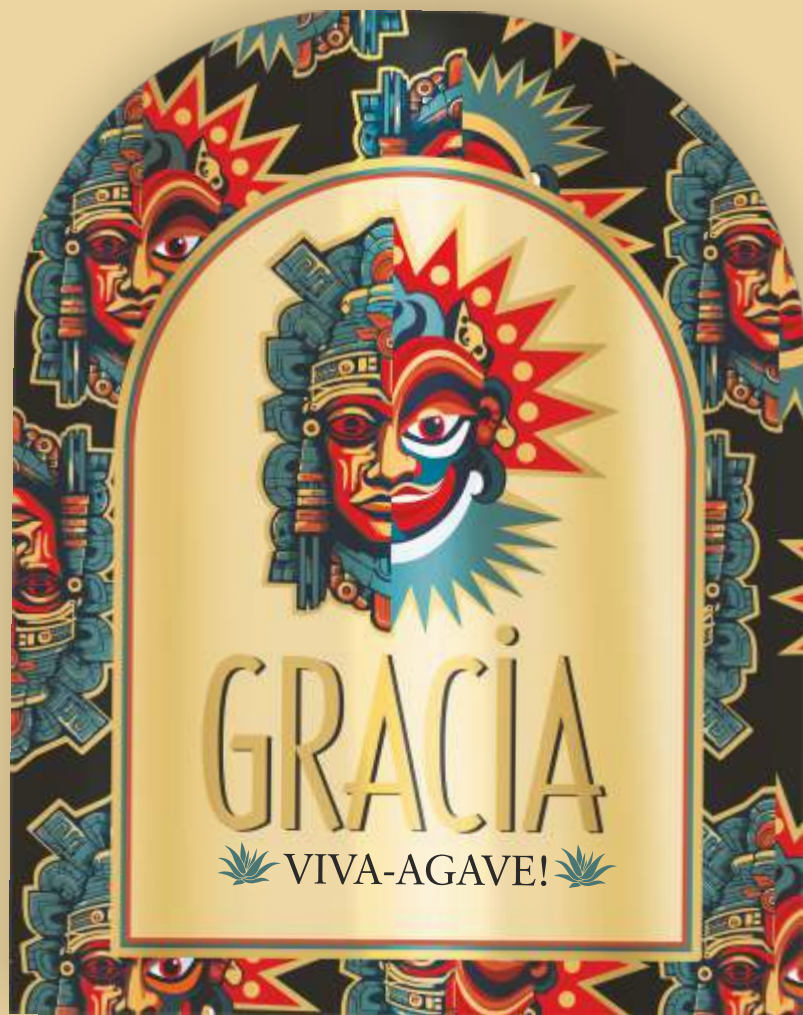
## THE GRACIA VIVA AGAVE! LABEL

The Gracia Viva-Agave! label is two sided. The front label has the logo and a mnemonic that represents the coming together of the best of Mexico and the best of India.

The left side represents Mayan culture and the right side represents Indian culture. Heraldng a fusion of cultures and spirits of both countries through this delicious agave drink.

There is a similarity in the cultures and belief systems of both countries. We share the same climate, similar food, and family values. Our civilizations are ancient and there are records of trade and cultural exchanges between our two countries that goes back centuries. Not to mention that Agave is very similar to *Feni*. And when it comes to Goa, the ties run even closer.

# INDIA'S ONLY AGAVE DRINK WITH 5 FLAVOURS!





## WILDLY RAW

This flavour is an amalgamation of herbal essences and a delicate pepper flavour. It gives you a warm and spicy feel as you sip it, followed by the coolness of agave. Experience a burst of flavours in your mouth. This is truly the Gracia Viva agave specialty!

Wildly Raw is for you if you like all things Classic. This flavour is always in fashion !

## WILDLY RAW



**PRICE POINTS:**  
750 ML- ₹ 2100/-  
50 ML- ₹ 140/-



# 1



## PASSION FRUIT

Passion fruit is a heady flavour, strong, sexy and hot. Its aroma seduces and transports the drinker to a tropical clime. It is tangy, with heat, as it slides down your throat.

Passion fruit pairs well with your red cocktails. Or you can savour it neat to set the mood. It's lingering taste will leave you wanting more. Pour yourself another peg and sip slowly this sensuous flavour



**PRICE POINTS:**  
750 ML- ₹ 2100/-  
50 ML- ₹ 140/-



# 2



## YUZZU

Yuzzu is an exhilarating agave flavour, packed with citrusy, tangy top notes. Refreshing like a summer day, it starts with heat on your palate, and then cools down as you sip it.

Yuzzu is the flavour to use for all your summer cocktails. Think beach parties and poolside grinds. Or a wild sundowner at your favourite club! Yuzzu is for the energetic, enthusiastic and slightly impulsive person- you know who you are! But this flavour is everyone's favourite. Because who doesn't like Summertime?



**PRICE POINTS:**  
750 ML- ₹ 2100/-  
50 ML- ₹ 140/-



# 3



## BLUEBERRY

Blueberry is a mature flavour. Full bodied, with a hint of the sweetness of wild berries. It mixes well with the blue range of cocktails. Or you can sip it neat. Sip slowly and savour the berry flavour as it bursts on your tongue.

Blueberry is great for autumnal evenings, as the days shorten and the nights grow longer. Spend time with friends at home or in your favourite pub and share a drink of agave. Or hit your favourite nightclub and party the night away. Coz nights pass slowly, just like a sip of Blueberry Viva Agave.



**PRICE POINTS:**  
750 ML- ₹ 2100/-  
50 ML- ₹ 140/-



# 4



## FERRY FOSS

Ferry Foss is our most delightful flavour! It is fresh and sweet. Undertones of Vanilla mingle with caramel as you sip it. The aroma is distinctly 'Candy', and even Bubble gummy. Bringing back memories of fun filled, carefree days.

This flavour will appeal to Gen Z for sure! And guess what, it makes a great mixer for cocktails. Ferry Foss is a young flavour, but don't let that stop all the young-at- hearts out there from trying it!



PRICE POINTS:  
750 ML- ₹ 2100/-  
50 ML- ₹ 140/-



# 5





PRICE POINT:  
₹ 700/-

### MINI CARTON WITH 5 BOTTLES OF 50 ML

Our Mini carton with 5 flavours makes a perfect gift as we get into the festive season. Stylishly designed, it also makes a great trial pack for those who want to check out before buying the bigger bottles.



5 minis

## THE PEOPLE BEHIND GRACIA VIVA-AGAVE

### Suzann Fernandes-Homan

While Grace had distilled a hand-crafted, limited quantity of the Agave drink in her Bandra kitchen, making it commercially was a whole new story as Suzann found out!

A story of excise permissions, certifications, distillers, advertisers and printers. In short, a typical manufacturing story.

At first, Suzann wanted to import the raw material from Mexico, but after several meetings with master blenders, she was convinced that Indian Agave is as good as the Mexican one—if not better. 'Parts of Mexico and parts of India have similar weather as we are on the same latitude. The Agave plant grows abundantly here, just as in Mexico,' says Suzann.

This was followed with countless meetings for the purpose of Flavour Creation. Suzann tasted several flavours herself at first, and then carried out 'Taste Surveys' to find flavours that work best with the Indian nose and palate. Suzann then took on the role of inspiring the creative team at Slipdisc to come up with product packaging that met her exacting standards.

Gracia Viva Agave is being launched in 5 flavours- Wildly Raw, Blueberry, Passion fruit, Ferry Foss and Yuzzu. Each flavour is unique and has a personality of its own. 'I feel the older, experienced drinkers—both men and women, will gravitate towards our Wildly Raw flavour, as it is a classic, like the Blanco. And the experimental youngsters will prefer Ferry Foss- it has a bubblegumish aroma; it's an exciting taste,' says Suzann.

About the other flavours, she says, 'Women will prefer Passion fruit and Blueberry, and sporty types- both men and women- will like Yuzzu as it has a zesty, citrusy flavour. There is a flavour that is just right for your palate, so do check out all and decide.'

### Kiran Ullal and Keith Fernandes.

Kiran Ullal, a seasoned professional with over 25 years experience in Sales and Distribution led the charge to organising suppliers, vendors,

bottlers, printers and packers. Kiran's hard work and pester power has ensured there is a bottle of Gracia Viva Agave in almost every wine store in Goa, and every bar and restaurant too.

Keith Fernandes, who we all know as the owner of Slipdisc actually played the role of 'Secret Sauce', which is not so secret anymore. An awesome product, with a rich back story, requires equally awesome advertising and story telling. Keith Fernandes and the creative team at Slipdisc.in did all that and more! It needed Keith to come in to get the party started, and to turn this product into a brand- with packaging, advertising and marketing.

## LAUNCHING GRACIA VIVA AGAVE WITH THE BATTLE OF THE BARTENDERS

On 2nd Nov, we launch Gracia- Viva Agave by associating with a very popular events franchise in Goa- The Battle Events.

With 'The Battle of The Bartenders'

Goa's best bartenders will battle it out for the title of the 'Ultimate Bartender'. They will use our flavoured Agave exclusively to come up with new cocktails. The knockout stages are being conducted in a few chosen bars in Goa. The Finale will be at the launch on 2 Nov.

# GRACIA

# BATTLE OF THE BARTENDERS

CONNECT WITH US  
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**GRACIA VIVA AGAVE**

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NEAR PEIDADE CHAPEL,  
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