

The IBÁ Story

From Sky to Spirit: *Celebrating Life's Journey®*

IBÁ Mezcal began with a bold belief: mezcal should reveal far more than smoke. It should unfold in layers, reward curiosity, and deliver an exceptionally smooth experience from the first sip through the finish.

IBÁ means “the skies” or “the heavens” in Zapotec. That meaning is brought to life across six bottles whose colors trace the sun’s journey from the first light of dawn to the velvety darkness of midnight. The colors are not simply packaging. Together, they express what IBÁ represents: movement, transformation, discovery, and the defining moments that shape a life.

Inside each bottle is an equally distinctive journey through mezcal. Espadín presents the essential character of the agave. Frutos Rojos and Cítricos introduce fresh fruits during distillation, creating naturally integrated layers of flavor. Ensemble unites Espadín, Mexicano, and Tobilá, while Jabalí and Tepeztate explore the extraordinary depth and character of rare wild agaves.

Every expression begins with fully matured maguey, nurtured by the Oaxacan land for years and harvested only when ready. We then guide it through fire, fermentation, and distillation, combining generations of inherited knowledge with IBÁ’s own proprietary process.

That process was developed with a singular objective: to preserve the character of each agave while achieving remarkable clarity, complexity, and an exceptionally smooth finish. Smoke is part of its character, but it never overwhelms, instead, it complements all of the other layers. Each sip continues to reveal new dimensions.

The result is unmistakably IBÁ: the world’s smoothest, most complex and layered mezcal. The most experienced mezcal connoisseurs will recognize it as a new benchmark for what mezcal can be, while those discovering mezcal for the first time will find it remarkably approachable from the first sip.

IBÁ is a journey across color, agave, flavor, and time, created to celebrate life’s defining moments and the limitless possibilities still ahead.

