



*Familia*  
**MARI MAYANS**

IBIZA IN YOUR GLASS SINCE 1880

PRESS KIT





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# Anecdotes

## SOME IBIZAN HERBS WITH RESEMBLANCES OF FORMENTERA

The star liqueur produced by Familia Marí Mayans is Hierbas Ibicencas, which is curiously created on the island of Formentera by the hands of Juan Marí Mayans who founded the company in the middle of the 19th century. To improve logistical efficiency, the company relocated to Ibiza where their factory is currently in operation in which they distil, macerate and bottle 100% of their production. As a result, their most successful liqueur has been linked to the largest Pityusic island.

## SECRET RECIPE

Like all great secrets, the products by Familia Marí Mayans originated from their own secret and original recipes that they kept passionately, handwritten in notebooks with centuries of history to then become an emblem of the island of Ibiza.

## GLOBE-TROTTING FLAVOURS

The products by Familia Marí Mayans have travelled all around the world, especially by the hands of the best national DJs who have exported them as far as countries such as the United States, Switzerland, Russia, England and Dubai. The combination of music and Familia Marí Mayans takes the essence of Ibiza to more places in the world each day, and this philosophy of expansion continues to be unstoppable due to the acceptance of liqueurs like their Hierbas Ibicencas in destinations such as Japan, Germany and Belgium.







## IBIZAN-SHAPED BOTTLES

With the aim of renewing the brand's image, and always preserving the essence of their distillates elaborated 100% in Ibiza, Familia Marí Mayans has patented its own bottle that emulates the silhouette of the traditional Balearic peasant farming woman, and makes it recognisable anywhere in the world.

## THE NOCTURNAL BRAND

This Ibizan distillery, in constant innovation since 1880, has created 'Surfing Black Edition,' their first design with a fluorescent label to enjoy in nightclubs. An edition designed to enhance the experience and reach all party venues with the dual purpose to be enjoyed, as well as being a decorative object in such venues.

## MAINTAINING THE TRADITION

Since their creation, the spirits by Familia Marí Mayans maintain their traditional elaboration process both with regard to their ingredients and their 100% artisanal distillation. Except for technological variations and adaptations that enable this synergy between past, present and future, the tradition and good elaboration practices that characterise Familia Marí Mayans have been exactly the same since 1880, which makes products like their Frígola® or Hierbas Ibicencas unique in the world and 100% authentic.



ABOUT US

# History

## MASTER CRAFTSMEN SINCE 1880

Traditional beverages in the Balearic Islands are synonymous with Familia Marí Mayans. These surnames represent the first spirit brand from the archipelago. A history of over 140 years which has been kept intact due to this family's passion for their research into the aromatic plants of the Pityusic Islands, and due to the elaboration of very tasty, quality liqueurs passed on from generation to generation.

The Familia Marí Mayans philosophy established and evolved due to the perfect combination of innovation and commitment to keeping the age-old artisanal techniques alive. A mixture of respect and renovation that give this brand a unique and unmistakable hallmark of tradition and quality.

The most renowned product by Familia Marí Mayans is Hierbas Ibicencas – a liqueur of which its origin curiously dates back to the island of Formentera. Like many residents there on the island, Juan Marí Mayans combined the tasks of fishing, farming and ranching. But his curiosity and a desire to innovate, led him to look for an area where he could concentrate on what he was really keen on, and turn his passion into something more than a hobby.

With the means there were back then, the entrepreneur, Juan Marí Mayans, took his llaüt (a traditional Ibiza fishing boat) and made several trips to Barcelona with the aim of supplying the island objects with utensils that were hard to find there (tinned foods, sewing thread, needles, certain foods...).

On one of these trips to Barcelona around 1860, he found work in a famous distillery at the time where he learned the secrets of stilling and studied the ins and outs of elaborating spirits in detail. This paved the way for the first distilling industry on the Balearic Islands, founded at the end of the 19th century.

Juan Marí Mayans developed a real vocation for the production of beverages and liqueurs in those times. A feeling that hasn't diminished, but grown thanks to his passion that turned into a thorough collection of formulas and recipes passed on from generation to generation, which together with a detailed study of the properties and usable parts of the active ingredients of aromatic plants found on the Pityusic Islands, have evolved to become the liqueurs and products by Familia Marí Mayans today.



*DO YOU KNOW ABOUT OUR PRODUCTS?*

# Products



## HIERBAS IBICENCAS FAMILIA MARÍ MAYANS

The star product by Familia Marí Mayans is Hierbas Ibicencas which is already enjoyed around the world in frozen shots, shot glasses, in mixed drinks or simply with ice. This beverage is distilled with a subtle selection of aromatics and plants gathered on the Piyusic Islands. The treasured and more than renowned quality of this liqueur has led to Familia Marí Mayans being the first internationally recognised distillery on the islands.



## FRÍGOLA®

This is the first distillate elaborated by Familia Marí Mayans, which makes it a cherished variety. The recipe has over 140 years of history and its main quality is a thorough distillation of an indigenous variety of thyme which gives it its unmistakable character. The design of the bottle and its label are the originals since the first edition in 1880.



## PALO

An aperitif based on woody plants like cinchona bark and gentian. Considered as the Ibiza "vermouth", it is one of the most popular drinks on the island to savour before a delicious meal, and is perfectly combined with a slice of Ibiza lemon.



## ABSENTA ART COLLECTION BY FAMILIA MARÍ MAYANS

This spirit elaborated with artemisia absinthium (wormwood or "absinthe wormwood") is a common ingredient in cocktails and is very famous due to its history. As a matter of fact, great artists and writers such as Picasso, Oscar Wilde, Degas, Hemingway and Manet were famous absinthe consumers, and it was the most popular drink in France during the 19th century.



# Products



IBZ PREMIUM GIN

The first gin by Familia Marí Mayans. This is a distillate with an Ibizan and very Mediterranean soul. The original recipe is based on the ancient formulas of the island, but the bottle and the contents have been updated to adapt to the most discerning palates.



IBZ 48 PREMIUM DRY GIN

The first Spanish gin with 48% alcohol by volume, and one of the few existing varieties in the world with this alcohol content. Unique purity and flavour with a 100% Ibizan hallmark. The perfect gin for real lovers of this distillate.



IBZ PINK STRAWBERRY

This is the mildest and most refreshing variety of gin in the family due to its taste of fresh fruit from the strawberry aromas in which it is distilled. Despite its mildness, it is suitable for all kinds of occasions, palates and has a strong Mediterranean character.





# The essence and aroma of Ibiza

The journeys that Juan Marí Mayans made during the half of the 19th century brought the most revolutionary and most common techniques to the Pityusic Islands from some of the regions with the greatest distilling tradition in the country. But, even still, Hierbas Ibicencas by Familia Marí Mayans always had an aroma and a hallmark that were very different to the rest of European distillates. This is due to the exclusive location of Ibiza and Formentera, two islands which have their own orography that gives them a tremendous variety of microclimates. A characteristic that enables their lands to have some specific levels of mineralisation and humidity that is infused in the aromatic plants, and it is these different organoleptic qualities that give them their special properties.

**DID YOU KNOW THAT THEIR SECRET FORMULAS ARE KEPT IN THEIR ORIGINAL HANDWRITTEN NOTEBOOKS?**

The fact that the production and elaboration of Hierbas Ibicencas by Familia Marí Mayans are entirely carried out in Ibiza keeps its essence intact, and its incredibly pure flavour, since it was first distilled.



# Elaboration

## ARTISANAL PROCESS SINCE 1880

Hierbas Ibicencas by Familia Marí Mayans is elaborated following the handwritten recipes of Juan Marí Mayans, the creator of this liqueur and founder of the first distillery in the Balearic Islands. This treasured beverage is obtained through totally artisanal methods without omitting the several technological advances that have enabled to conduct state-of-the-art quality controls to ensure all standards are met.

The recipe is as natural as its own history: lemon verbena, orange, lemon, anise, rosemary and flower of the 'frígola' (a variety of indigenous thyme from the Pityusic Islands). The plants are manually gathered on the islands of Ibiza and Formentera by the Balearic peasant farmers themselves who bring them to the factory where they are selected, weighed and added to the elaboration processes. Each one has its specific treatment and that is precisely the key for the end result. The elaboration processes of Hierbas Ibicencas by Familia Marí Mayans can be differentiated in five steps: distilling, boiling, infusing, macerating and an extremely careful sugar-melting process to turn it into a syrup that is 100% artisanal.

**DISTILLING** This is the process of extracting all the properties from the plants which is carried out by steam distillation in copper stills for 18-hour periods. The steam then acquires its liquid state in the cooling coil, which subsequently turns into the cherished and painstaking distillate.

**BOILING** This process consists of placing the aromatic plants in cauldrons of boiling water.

**INFUSING** The third process involves immersing the plants in boiling water, which are then left to settle for a set period of time.

**MACERATING** The plants are incorporated into hydroalcoholic solutions which vary according to the type of aromatic material and in periods ranging from 15 days to 6 weeks.





# Evolving with Ibiza

## ENJOYING THE DRINK RESPONSIBLY

Hierbas Ibicencas by Familia Marí Mayans and Frígola® are traditional beverages that may be served in glasses or as shots, but must always be consumed chilled and in good company, of course. They are perfect for rounding off a lunch or dinner. In fact, Hierbas Ibicencas by Familia Marí Mayans are found in all establishments on Ibiza and Formentera, and are a classic found in the drinks cabinets of any house on the islands. As a perfect aperitif, Palo is enjoyed before or after lunches or dinners.

As for the IBZ gins by Familia Marí Mayans, they are three different proposals that maintain the brand's essence and the classic style of these distillates with an excellent balance and refreshing flavour. They are meant to be enjoyed during free time during the day or at night, and feature a design that reveals their taste and origin.

Their Absinthe is also intended for fun occasions and many consider that its 100% natural elaboration makes it one of the best in the world.

Nowadays, due to the evolution of social customs, characteristic flavours and intense aromas, Familia Marí Mayans products are incorporating into the world of professional cocktail making and are even used as the perfect ingredient in different recipes, whether it be stews, sauces or desserts.







## BOOMING BEVERAGES

The historical characteristics and the elaboration and distilling process of the famous Hierbas Ibicencas by Familia Marí Mayans have resulted in export growth over recent years. This is why it is not surprising to see how the original recipe of Hierbas Ibicencas by Familia Marí Mayans has undergone spectacular growth in the world of nightlife and entertainment. In fact, it is increasingly more common to bump into a bottle of Hierbas Ibicencas by Familia Marí Mayans in prestigious clubs, discos and restaurants.

An internationalisation that has enabled its disembarkment from Ibiza to Russia, USA, Switzerland, Italy, Germany, Holland, Japan, Belgium and the United Kingdom where it is easy to see more and more people enjoying the products by Familia Marí Mayans either as frozen shots, in short glasses, mixed drinks or simply with ice. In addition to this are the latest contacts established by Familia Marí Mayans with some of the main importers of spirits based in several countries such as Brazil, Argentina, Uruguay, Canada, France, Australia, Philippines and Sri Lanka which have shown interest in distributing their liqueurs, and which confirms their continual expansion.



BRAND VALUES

# Artisanal and local

Familia Marí Mayans opts to maintain the artisanal elaboration of their distillates as a differential value of their liqueurs without omitting the latest technological processes for quality control, in order to maintain their excellent standards.

Each product is closely linked to Ibiza due to all its ingredients coming directly from the countryside. These ingredients arrive at the premises from the hands of Balearic peasant farmers on the island who are contracted to gather them. This is part of Familia Marí Mayans' big commitment to keep using age-old methods which has led to the brand's success and supports the culture of which it is already a part of, as well as keeping the island's tradition alive that was originally based on agriculture and stockbreeding.

At the same time, Familia Marí Mayans incorporates new features in its distillates which come linked to new products and forms of brand recognition.





# Familia MARI MAYANS

HERBAS<sup>®</sup>  
*Familia*  
MARI MAYANS

FRIGOLA

PALO

ABSINTHE  
ART COLLECTION

IBZ  
PREMIUM GIN

IBZ  
48  
PREMIUM DRY GIN

IBZ  
Pink  
STRAWBERRY

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