

The Story

“Si amanece nos vamos.”

Chamucos are believed to be dark, shadowy, creatures who appear in dreams and only visit briefly at night. Our slogan, **“Si amanece nos vamos”** means, **“If dawn comes, we will leave.”**

Chamucos are secretive, mischievous and playful. Evidence of ancient “Chamucos” petroglyphs dating back to 2000 BC are found throughout Latin America.

Chamucos have a playful but secretive nature and they thrive on frightening with clever but mostly harmless pranks. Perhaps it’s the origin of the boogeyman. Mischievous children are sometimes labeled as a “chamuco.” It can mean “playful devils.”

You may have been visited without knowing it. Some have been startled when awakened by the presence of the dark creature sitting at the edge of their bed watching as they slept. When spotted, the Chamuco will always vanish into the darkest places.

Frequent sightings are reported at our distillery. What is commonly referred to as the “Angel’s Share,” where mysterious losses from barrel aging occurs, is thought to be consumption by “Chamucos,” thus the origin of our brand name.

“Have you been visited?”