



For Rafael, being bold is essential for anyone out there wanting to start something of their own. 'You'll never feel ready to start what you want to do,' he says. 'I come from finance, so I'm a naturally risk-averse person in general. But, when I think about it, I wish I'd just started this business earlier in my life, even though I didn't feel ready. You'll learn what you need to know as you go along. I think that it's one of those things, like when you go to a pool - instead of dipping

your toes in, take the plunge and then figure it out.'

'The older I get, the more I think about how progressive the people here in Oaxaca are in terms of how they think about their connection to nature and community,' reflects Rafael. 'The land here is owned by the community - you can't just show up and buy a part of it because it belongs to everyone.' This sense of community is why it was important for Agua Mágica to source its agave from small farmers.

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