

Sembras Playing Cards

Inspired by a legendary tequila distillery in Santa Rosa Canyon, Mexico.

The Tale of Sembras

A MYTHICAL FAMILY DISTILLERY

Nestled deep in the heart of Mexico, the Sembras family handcrafted some of the world's most sought-after spirits since their first barrel was produced in 1803. Their blends were irresistible. The legend is that their ancestors were conjurors of mystical elixirs, and that's been the secret ingredient closely guarded for centuries.

CRAFTED BY HAND, INFUSED WITH MAGIC

At the center of the distillery stands the Sembras' Family Totem - a signal of where to hide, and where to find, the secret book of Remedios. The book contains the recipes for the magical elixirs infused in each hand-made batch of their legendary tequila.

Illustrated by Hand

MYSTERY MEETS TRADITION

Designed by Abraham Lule, born and raised in Mexico - Sembras combine traditional motifs with an aura of magic that surrounds the distillery. Each deck is carefully packaged inside a premium, textured paper case, embellished with the finest gold foil accents, and adorned with the Sembras factory seal.

Unrivaled Print Quality

MADE IN AMERICA

theory11 produces the world's finest playing cards. The cards themselves are made in the USA - printed on FSC-certified paper derived from sustainable forests, vegetable-based inks, and starch-based laminates.