



## **WILDLY REFINED**

On the steep precarious hillsides of Oaxaca and Guerrero varieties of agave, indigenous to the region, grow wild and are heavily sought after by the local mezcaleros. These varietals produce flavors that are exotically intense, with rich earth tones and savory smokiness. From the heart of the maguey these flavors are traditionally extracted to produce mezcal that is **WILDLY REFINED**. Because we at **BOZAL** believe that something wild produces a far richer spirit.



**ENVASADO DE ORIGEN**  
**HECHO EN MEXICO**

## AGAVE

### ESPADÍN

The Espadín agave, known as the genetic Mother of the Blue Weber Agave, is used to produce tequila, and is also the predominant agave used in mezcal production. Unique in itself, the characteristics of this agave showcase the aromas of wet earth, a rich smokiness on the mid-palate, and a finish reminiscent of wild flowers. This variety of agave is a subspecies of the Angustifolia Family of agave.

### BARRIL

This thick-foliaged, wild agave, often used as fencing to divide land in Oaxaca, intensifies the complexity of this mezcal. As citrus and floral notes arise, hints of green peppers compliment the nose. The palate is a delightful balance of citrus and creamy banana. Barril is a subspecies of the Karwinskii Family of agave.

### MEXICANO

The Mexicano agave thrives in the moist environment of lower elevations. This wild agave can grow quite large and is usually harvested when close to ten years of age. The concentration of sugar in the fully mature agave produces an extremely powerful mezcal. The palate is distinctively herbaceous and earthy with a long lasting finish in the mouth. Mexicano is subspecies of the Rhodacantha Family of agave.

## PRODUCTION

We use an artisanal approach toward production in order to create an unadulterated style of mezcal. In keeping with the 200-year-old tradition, the agave hearts are cooked in earthen pit ovens, later to be crushed and mashed by a stone Tehona wheel turned by a horse. Without the addition of artificial yeast, open-air fermentation allows the sugars to ferment utilizing naturally occurring yeast. The mezcal is then purified through a double distillation process.

## TASTE

A slightly smoky, yet herbaceous undertone rests on the center of the palate, while citrus and floral notes from the Barril are introduced and strengthened by the warm viscose finish of the Mexicano. This is a light and easy sipping mezcal, which will delight and surprise you with its complex lingering finish.

## INSPIRATION

The Spanish term, **BOZAL** translates to “wild” or “untamed.” We chose this name for our Mezcal in reference to the wild species of Mexican agave grown in hard to reach, uncultivated lands of Oaxaca and Guerrero. As well as for the untamed traditions used by our family operated distilleries, or mezcaleros, to distill small batches in those same locations.

## PACKAGING

Alluding to the traditional terra cotta copitas sometimes used for drinking mezcal, we created a series of rustic ceramic bottles in earth tones. The label is printed on a naturally flecked paper with an embossed logo, production specifications, perforated holes, and the batch number stamp. These elements are designed to signal the tactile nature of the product and appeal to the specialized craft spirits drinker. The light ochre hue of the ceramic bottle is meant to echo the light blend of the Espadín-Barril-Mexicano Mezcal.

## SPECS

<b>MEZCAL 100% AGAVE</b>	SUGGESTED RETAIL PRICE <b>\$50</b>		
VILLAGE Ejutla de Crespo and San Baltazar	REGION Oaxaca		
<b>COPPER POT STILL</b>	<b>47% ABV</b>	<b>94 PROOF</b>	<b>750 ML NOM-0363X</b>

A BLEND OF WILD AGAVES / SILVESTRES (BARRIL AND MEXICANO)  
AND A CULTIVATED AGAVE (ESPADÍN)

Ensamble: Single Bottle



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Ensamble: Case of Six



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