



## **WILDLY REFINED**

On the steep precarious hillsides of Oaxaca, Guerrero, Durango and San Luis Potosí varieties of agave, indigenous to the region, grow wild and are heavily sought after by the local mezcaleros. These varieties 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**

[BOZALMEZCAL.COM](http://BOZALMEZCAL.COM)

## AGAVE

### PAPALOTE

The Cupreata agave, known as maguey Papalote in the state of Guerrero, grows wild on the mountain slopes of the Rio Balsas basin. The harvesting of this agave is extremely difficult due to the altitude of the steep slopes where it is found. Cupreata from Guerrero presents a profile starting with sweet floral notes, followed by the aroma of wet earth and subtle minerality, reminiscent of an approaching storm. Cupreata is a subspecies of Papalote.

## PRODUCTION

An age-old tradition from mezcaleros, Pechuga is typically produced in small batches for personal consumption as a ceremonial and festive mezcal, taking place at year-end. First the agave is crushed, baked in earthen pit ovens, fermented, and then distilled in a copper pot still. Before the third distillation, organic cooked chicken marinates with locally sourced fruits, chiles, citrus fruits, raisins, cinnamon and clove. After the chicken has fully marinated, the protein and spices are added into the third and final distillation. A ritual among the last four generations, the recipe has remained the same over the years to keep with the family tradition.

## TASTE

The Pechuga expresses a delicate balance in which the smokiness is softened noticeably by the protein and wild fruit. A rich mouthfeel offers flavors of roasted fruit, subtle minerality and a slight smokiness, finishing dry on the back of the palate.

## 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, Guerrero, Durango and San Luis Potosí. 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 brown, or marrón, ceramic bottle of our Pechuga is used to signify the way in which our mezcal was produced in the Sacrificio style.

## SPECS

<b>100% AGAVE CUPREATA</b>		MAGUEY Papalote	
PUEBLO Mazatlán	ESTADO Guerrero		
CLASE <b>DESTILADO CON PECHUGA DE POLLO</b>	SUGGESTED RETAIL PRICE <b>\$99</b>		
<b>COPPER POT STILL</b>	45.5% ABV	93.8 PROOF	750 ML <b>NOM-0472X</b>

*Pechuga: Case of Six*



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*Pechuga: Single Bottle*



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