



WILDLY REFINED

On the steep precarious hillsides of Oaxaca, Guerrero and Durango 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

AGAVE

CENIZO

Of the Durangensis family of agaves, this wild agave is typically harvested from the hillsides of Durango. Cenizo thrives in high altitudes up to 8,500ft with cool and dry conditions.

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 tahona 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

This Cenizo opens with bright aromas of orange peel and floral notes. The palate is driven by big flavors of mesquite and sweet barbequed meats. Hints of dark chocolate and cocoa complement the slight smokiness on a smooth and long 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, Guerrero and Durango. 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 azul, or blue, ceramic bottle of the Cenizo Single Maguey is used to signify the single variety agave used in production.

SPECS

100% AGAVE DURANGENSIS		SUGGESTED RETAIL PRICE \$80	
PUEBLO	Pino Suárez	ESTADO	Durango
		CLASE	JOVEN
COPPER POT STILL	47.0 % ABV	94 PROOF	750 ML <u>NOM-0472X</u>

Cenizo: Case of Six



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Cenizo: Single Bottle



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