



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

MADRECUI SHE

Madrecuishe is part of the Karwinskii family of agaves. It thrives in dry climates and typically grows in a tall, cylindrical shape. Due to the agave's dense core and low water content, mezcal made from Madrecuishe typically has high minerality with vegetal and floral notes.

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

The nose is complex with aromas of ripe jalepeño, cocoa and floral notes. A smooth palate introduces earthy flavors of beet and sweet potato, complemented by a sweet minerality and hints of pollen. Green vegetal notes and a slight capsicum spice linger on the 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.

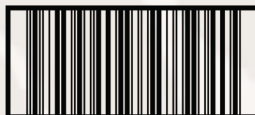
PACKAGING

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 Madrecuishe Single Maguey is used to signify the single variety agaves used in production.

SPECS

100% AGAVE KARWINSKII		SUGGESTED RETAIL PRICE \$80	
PUEBLO	San Luis Amatlán	ESTADO	Oaxaca
		CLASE	JOVEN
COPPER POT STILL	46.0 % ABV	92 PROOF	750 ML NOM-0472X

Madrecuishe: Case of Six



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Madrecuishe: Single Bottle



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