



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

MADRECUISHE

Madrecuishe is part of the Karwinskii family of agaves and takes nine to twelve years to mature. 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. 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 in copper pots.

TASTE

The nose is complex, with aromas ranging from bright guava to bell pepper, to fern. A smooth mouthfeel introduces tropical notes of passionfruit, honeydew melon and lemon balm. Rounded out by green pepper, the finish is smooth with a touch of minerality.

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 <i>Miahuatlán</i>	ESTADO <i>Oaxaca</i>		
MEZCALERO <i>Onofre Ortiz</i>	CLASE JOVEN		
COPPER POT STILL	48.0 % ABV	96 PROOF	750 ML NOM-0472X

Madrecuishe: Case of Six



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Madrecuishe: Single Bottle



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