



## THE SPIRIT THAT SOARS

Meaning “precious feather” in the Nahuatl language, QUECHOL is a colorfully crafted sotol that honors the Aztecs and their sacred reverence for birds. Derived from the dasylirion plant in the Mexican state of Durango, QUECHOL is made in small batches using time-honored traditions that are thoughtfully passed down from one generation of sotoleros to the next. These unique processes can yield subtle differences in the flavors of each batch, making every bottle of QUECHOL as rare as the sotoleros who make it. This radiant sotol is a spirit that soars, much like the eloquent poems of Nahuatl tradition.

# QUECHOL



# SOTOL QUECHÖL

## WHEELERI

### TASTE PROFILE

**AROMA** Bright vegetal aromas lead to lemond rind, bay leaf and chipotle spice.

**TASTE** On the palate, fresh jalapeños are front and center giving way to sweeter and more delicate notes of black licorice and anise.

**FINISH** A spicy finish lingers and spreads throughout the mouth slowly.

### PRODUCTION

Sourced from the Chihuahuan desert in Durango, the Dasylirion plants thrive in dry conditions with extreme climates. Averaging 15 years for maturation, Wheeleri piñas weigh on average 65-70 lbs at harvest. Proprietary coas, crafted by our Sotoleros and stronger than the ones you might see used to harvest blue weber agave, are used to harvest the piñas during November-May to avoid the rainy season. The piñas are then cooked in a volcanic rock pit oven, which can contain up to 10-12 tons, using mezquite for three days. A shredder is then used to shred the sotol fibers prior to undergoing a natural fermentation without the use of cultivated yeast. After fermentation, the liquid is then distilled twice in 350 liter copper pot stills to preserve and enhance the natural Sotol flavors.

### INSPIRATION

Quechol was inspired by its very meaning “precious feather” and was often found in ancient Aztec (Nahuatl) poetry referencing a divine bird with colorful plumage. Amantecas, known as feather workers, would often create intricate headdresses for their people from the many colorful birds of their region.

### DESIGN

The packaging for Quechol was designed to reflect and honor the divine bird and feather references found in Aztec poetry. The unique bottle shape was inspired by the shape of a spoonbill's bill, being long, flat and curved, while the capsule showcases a bold turquoise colored plumage. The smooth, earth tone label has added fibers throughout for a unique appearance and showcases the brand mark with waves and grooves similar to that of a feather's texture. Just below this is a piece of ancient Aztec poetry that is unique to each expression.

### SPECS

**SOTOL** 100% Wheeleri

**ALCOHOL** 45.5%

**BOTTLE SIZE** 750ml

**SRP** \$60.00

