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**BADGE**  
*Mixology*  
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## 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

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## AGAVE

### ESPADÍN

The Espadín agave, known as the genetic Mother of the Blue Weber Agave, is used to produce tequila, and is also the predominant agave used in mezcal production. Unique in itself, the characteristics of this agave showcase the aromas of wet earth, a rich smokiness on the mid-palate, and a finish reminiscent of wild flowers.

## PRODUCTION

In keeping with the 200-year-old tradition, the agave hearts are cooked in earthen pit ovens, later to be crushed and mashed by hand with a wooden mallet in a canoe. Without the addition of artificial yeast, fermentation allows the sugars to ferment. Our mezcaleros then follow the “Ancestral” tradition by strictly using clay pot distillation to produce our mezcal. An ancient practice that is synonymous with the traditions of the local people. In the final distillation Cempasúchil, a native Mexican flower often known as marigolds, as well as mandarin peels are dropped into the bottom of the still to impart floral aromatics with a hint of citrus.

## TASTE

This unique offering opens with bright aromas of citrus, late season florals and a touch of baking spice, particularly allspice. The elements used in the final distillation show through on the palate, rounding out fresh flavors of green pepper with orange zest, nutmeg, and anise. Hints of black pepper add spice to the slight smokiness of the mezcal 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 black, or negro, ceramic bottle of our Cempasúchil is used to signify the way in which our mezcal was produced in the Ancestral Style. Marigold flowers have been purposefully etched directly into the bottle to celebrate those who have come before us. A sacred flower with bright aromas, they help guide spirits from their burial place to their family homes during Día de los Muertos.

## SPECS

<b>100% AGAVE ESPADÍN</b>		SUGGESTED RETAIL PRICE <b>\$129</b>	
PUEBLO	Etla	ESTADO	Oaxaca
MEZCALERO	Marcelino Ortiz	CLASE	JOVEN
<b>CLAY POT STILL</b>	47.0% ABV	94 PROOF	750 ML <b>NOM-0472X</b>



*Cempasúchil: Case of Six*



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*Cempasúchil: Single Bottle*



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