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BOZAL LAUNCHES MARIGOLD VEGAN MEZCAL AHEAD OF DÍA DE LOS MUERTOS

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SONOMA, CA – Bozal Mezcal, uniquely made from indigenous Mexican agave, has announced its new reserva mezcal, Cempasúchil. This new mezcal is crafted in the pueblo of Etna in Oaxaca. Cempasúchil is the Aztec name given to Mexican marigold flowers. Bozal Cempasúchil will retail at \$129 and has a 47% ABV.

“We have always dreamed of crafting an ancestral mezcal that would honor the traditions of Día de los Muertos,” said Sebastiani.

“Traveling the backroads of Mexico and meeting the people and history behind our sourcing remains a critical factor in the success of our agave portfolio. Our Cempasúchil pays homage to those long-term relationships and the culture that defines Bozal, and we couldn’t be more thrilled to introduce this unique expression to the U.S. market.”

3 BADGE BEVERAGE CORPORATION

Less than half of one percent of all mezcals qualify as ancestral, and most are distilled with animal proteins like chicken, turkey, pork, or rabbit breast. This mezcal is vegan and ancestral. Ancestral mezcals use a hand-crafted method that goes back hundreds of years.

This mezcal is distilled with marigolds, which are the iconic bright orange and yellow flowers native to Mexico, which are also the symbol of Día de Los Muertos. It features notes of green pepper with orange zest, nutmeg, and anise and well as black pepper to add spice to the slight smokiness of the mezcal the finish.

The bottle features a design of white marigold flowers that have been purposefully etched into the ceramic along with a golden orange strip label that closely resembles hues of marigolds. Marigolds are believed in Mexico to help guide spirits from their burial place to their family homes during Día de los Muertos.

The Bozal brand has now featured over thirty unique mezcals made from fifteen wild varieties of agave from Oaxaca, Guerrero, and Durango. Sales have increased over 16 percent at Bozal year-to-year as of July 2023 as the brand continues to grow.

Bozal Mezcal is produced by 3 Badge Beverage Corp, a Sonoma-based négociant established in 2015 by fourth-generation vintner, August Sebastiani, who focuses on agave spirits and mezcal in particular as a trading portfolio.

More information is available at bozalmezcal.com.

BOZAL / CEMPASÚCHIL MEZCAL