



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

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. This variety of agave is a subspecies of the Angustifolia Family of agave, and takes seven to nine years to mature.

PRODUCTION

Following the age-old tradition from mezcaleros, sacrificial mezcal is typically produced in small batches for personal consumption as well as fiestas for the locals. The production is seasonal and takes place at year-end. First, the agave is crushed by a stone tahona wheel moved by a bull, baked in earthen pit ovens, fermented and then distilled. During the second distillation, pumpkin stems, in addition to seasonal fruits and grains harvested from the local market, are suspended inside the bottom of the still in a basket. Local produce includes pineapple, plantains and oranges, along with pumpkin seeds and chepiche.

TASTE

A unique, vegetarian Sacrificio offering, the nose provides bright scents of citrus peel and orange blossom, complemented by herbal notes of mint and eucalyptus. The chepiche used in the final distillation shows through on the palate, rounding out warm vegetal flavors imparted by the pumpkin stems and plantains. Enjoy with charred bell pepper and grilled sweet potato fajitas.

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 brown, or marrón, ceramic bottle of our Guías de Calabaza is used to signify the way in which our mezcal was produced in the Sacrificio style while the green, or verde strip label signifies a vegetarian production.

SPECS

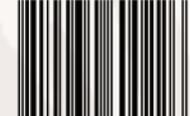
100% AGAVE ANGUSTIFOLIA	MAGUEY	Espadín
PUEBLO	Río de Ejutla	ESTADO <i>Oaxaca</i>
MEZCALEROS	Don Adrian & Lucio Bautista	
CLASE	DESTILADO CON GUÍAS DE CALABAZA	SUGGESTED RETAIL PRICE \$99
COPPER POT STILL	47.0% ABV	94 PROOF 750 ML NON-O472X

Guías de Calabaza: Case of Six



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Guías de Calabaza: Single Bottle



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