



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

CUISHE

One of the most physically distinct species of agave, Cuishe, a subspecies of the Karwinskii Family of agave, grows vertically as a single stalk with its leaves spreading at the top and takes twelve years to mature. Due to its unusual structure, and the stalk containing the firmer piña material, Cuishe can be difficult to harvest and to work with in general. This agave offers aromas full of tropical fruit with a dry piney and mineral finish.

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 turned by a donkey. 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.

TASTE

The nose is driven by intense aromas of citrus, with burnt orange complemented by notes of honeysuckle and herbaceous flowers. On the palate, layers of raw honey are balanced with jalapeño spice. A strong minerality spreads throughout the mouth leading to a smoky finish with a touch of wet stone.

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 Cuishe Single Maguey is used to signify the single variety agaves used in production.

SPECS

100% AGAVE KARWINSKII		SUGGESTED RETAIL PRICE \$80	
PUEBLO	Zochitlan Río Seco	ESTADO	Oaxaca
MEZCALERO	Héctor Salvaleta	CLASE	JOVEN
COPPER POT STILL	47.0 % ABV	94 PROOF	750 ML NOM-0472X

Cuishe: Case of Six



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Cuishe: Single Bottle



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