



## **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

### TOBALÁ

A small agave varietal, the Tosalá, a subspecies of the *Potatorum* family of agave, has broad, spade-like leaves. The compact size of this agave yields limited quantities of mezcal and takes twelve to fifteen years to reach full maturation. Known to many as the king agave, Tosalá can only grow from seed and is becoming increasingly rare. This agave offers intensely aromatic mezcal with complex notes of tropical fruit.

## 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 hand with a wooden mallet. Without the addition of artificial yeast, open-air wood tub fermentation allows the sugars to ferment. Our mezcateros 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.

## TASTE

With a heavy tropical profile, the nose is bright and fresh with mango and touches of hickory and wet stone. On the palate, citrus is balanced with earthy flavors of mushroom and green pepper. The finish is clean with a sweet note of candied yam.

## 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 mezcateros, 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 Tosalá is used to signify the way in which our mezcal was produced in the Ancestral Style.

## SPECS

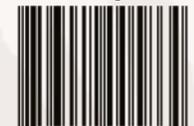
<b>100% AGAVE POTATORUM</b>		SUGGESTED RETAIL PRICE <b>\$129</b>	
PUEBLO	Sola de Vega	ESTADO	Oaxaca
MEZCALERO	Isidro Damian	CLASE	JOVEN
<b>CLAY POT STILL</b>	<b>46.0 % ABV</b>	<b>92 PROOF</b>	<b>750 ML</b> <b>NOM-0472X</b>

*Tosalá: Case of Six*



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*Tosalá: Single Bottle*



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