



## **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**

[BOZALMEZCAL.COM](http://BOZALMEZCAL.COM)

## AGAVE

### CUISHE

One of the most physically distinct species of agave, the 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, the 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

An age-old tradition from mezcaleros, Pechuga is typically produced in small batches for personal consumption as a ceremonial and festive mezcal, taking place at year-end. First the agave is crushed, baked in earthen pit ovens, fermented, and then distilled in a copper pot still. Before the second distillation, organic cooked chicken marinates with locally sourced fruits, chiles, citrus fruits, raisins, cinnamon and clove. After the chicken has fully marinated, the protein and spices are added into the final distillation. A ritual among the last four generations, the recipe has remained the same over the years to keep with the family tradition.

## TASTE

The Pechuga expresses a delicate balance in which the smokiness is softened noticeably by the protein and wild fruit. A rich mouthfeel offers flavors of roasted fruit, subtle minerality and a slight smokiness, finishing dry on the back of the palate.

## 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 Pechuga is used to signify the way in which our mezcal was produced in the Sacrificio style.

## SPECS

<b>100% AGAVE KARWINSKII</b>		MAGUEY Cuishe	
PUEBLO	Río de Ejutla	ESTADO	Oaxaca
MEZCALEROS	Don Adrian & Lucio Bautista		
CLASE	<b>DESTILADO CON PECHUGA DE POLLO</b>	SUGGESTED RETAIL PRICE <b>\$99</b>	
<b>COPPER POT STILL</b>	<b>47.0% ABV</b>	<b>94.0 PROOF</b>	<b>750 ML</b> <b>NOM-0472X</b>

*Pechuga: Case of Six*



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*Pechuga: Single Bottle*



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