



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.

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 12-15 years to reach full maturation. At this time, the plant sends up a flower-bearing spike that can be anywhere from 10 to 20 feet high. 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

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, a leg of lamb, in addition to seasonal wild fruits and grains harvested from the local market, are suspended inside the bottom of the still in a basket. Wild fruits include strawberries, apples and pineapple, while additional ingredients consist of pecans and ginger.

TASTE

A dry mineral base is offset nicely with an abundance of fruit, herbaceous notes and nuttiness. A viscous entry coats the mouth leading to a fruit forward mid palate with subtle sweetness that shines with bright citrus and persimmons. The finish is smooth with flavors of smoked lamb.

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, Durango and San Luis Potosí. 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 Borrego is used to signify the way in which our mezcal was produced in the Sacrificio style.

SPECS

100% AGAVE ANGUSTIFOLIA & POTATORUM		MAGUEY	Espadín & Tosalá
PUEBLO	Río de Ejutla	ESTADO	Oaxaca
CLASE	DESTILADO CON BORREGO	SUGGESTED RETAIL PRICE	\$99
COPPER POT STILL	47.0% ABV	94 PROOF	750 ML NOM-0472X

Borrego: Case of Six



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Borrego: Single Bottle



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