



## **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 mezcäleros. 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 mezcäl that is **WILDLY REFINED**. Because we at **BOZAL** believe that something wild produces a far richer spirit.



**ENVASADO DE ORIGEN**  
**HECHO EN MEXICO**

## AGAVE

### CENIZO

Of the Durangensis family of agaves, this wild agave is typically harvested from the hillsides of Durango and takes nine years to mature. Cenizo thrives in high altitudes up to 8,500ft with cool and dry conditions.

## 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 horse. 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

This Cenizo opens with bright aromas of tropical fruits, sweet honey and earthy redwood. The palate is driven by big fruit flavors of elderberry, papaya and stone fruit. Hints of black pepper and roasted green pepper add spice to the slight smokiness on a smooth and long finish.

## 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 Cenizo Single Maguey is used to signify the single variety agave used in production.

## SPECS

|                               |                   |                                    |                                |
|-------------------------------|-------------------|------------------------------------|--------------------------------|
| <b>100% AGAVE DURANGENSIS</b> |                   | SUGGESTED RETAIL PRICE <b>\$80</b> |                                |
| PUEBLO                        | Nombre de Dios    | ESTADO                             | <i>Durango</i>                 |
| MEZCALERO                     | Juan Manuel Conde | CLASE                              | <b>JOVEN</b>                   |
| <b>COPPER POT STILL</b>       | <b>47.0 % ABV</b> | <b>94 PROOF</b>                    | <b>750 ML</b> <b>NOM-0472X</b> |

*Cenizo: Case of Six*



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*Cenizo: Single Bottle*



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