



## **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

### BARRIL

This thick-foliaged, wild agave, often used as fencing to divide land in Oaxaca, intensifies the complexity of this mezcal. As citrus and floral notes arise, hints of green peppers compliment the nose. The palate is a delightful balance of citrus and creamy banana.

## 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 tahona wheel. Without the addition of artificial yeast, open-air wooden tub fermentation allows the sugars to ferment. Our mezcaleros 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

The aromatics are herbaceous and spicy with notes of forest grass and anise flower. A slight sweetness is evident on the unctuous palate with flavors of agave, honey and river stone, finishing with a floral aftertaste.

## 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 black, or negro, ceramic bottle of our Barril is used to signify the way in which our mezcal was produced in the Ancestral Style.

## SPECS

<b>100% AGAVE KARWINSKII</b>		SUGGESTED RETAIL PRICE <b>\$129</b>	
PUEBLO	Santa Catarina Minas	ESTADO	Oaxaca CLASE <b>JOVEN</b>
<b>CLAY POT STILL</b>	47.0% ABV	94 PROOF	750 ML <b>NOM-0472X</b>

*Barril: Case of Six*



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*Barril: Single Bottle*



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