



## **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 Tobalá, 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. Known to many as the king agave, Tobalá 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 a tahona wheel. Without the addition of artificial yeast, clay pot cold 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

Bright and fresh, this single maguey mezcal offers fruit-forward aromas of melon and apricot. A delicate balance of citrus and earthy flavors coat the palate followed by smoky undertones. The finish is clean with intense tropical fruits.

## 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 Tobalá 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	San Juan Bautista Jayacatlán	ESTADO	Oaxaca CLASE <b>JOVEN</b>
<b>CLAY POT STILL</b>	46.2% ABV	92.4 PROOF	750 ML <b>NOM-0472X</b>

*Tobalá: Case of Six*



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*Tobalá: Single Bottle*



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