



WILDLY REFINED

On the steep precarious hillsides of Oaxaca and Guerrero varieties of agave, indigenous to the region, grow wild and are heavily sought after by the local mezcateros. These varietals 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 mezcals that is **WILDLY REFINED**. Because we at **BOZAL** believe that something wild produces a far richer spirit.



ENVASADO DE ORIGEN
HECHO EN MEXICO

AGAVE

PAPALOTE

The Cupreata agave, known as maguey Papalote in the state of Guerrero, grows wild on the mountain slopes of the Rio Balsas basin. The harvesting of this agave is extremely difficult due to the altitude of the steep slopes where it is found. Cupreata from Guerrero presents a profile starting with sweet floral notes, followed by the aroma of wet earth and subtle minerality, reminiscent of an approaching storm. Cupreata is a subspecies of Papalote.

PRODUCTION

The traditional process for mezcal production in the state of Guerrero is quite different than in Oaxaca. This is primarily due to the fact that Palm fronds are used to protect the agave from the soil that covers the earthen pit ovens. After the agave is cooked, it is then crushed and mashed by a stone Tehona wheel turned by a horse. Without the addition of artificial yeast, open-air fermentation allows the sugars to ferment utilizing naturally occurring yeast. 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

This mezcal rounds out the exceptional character of the Papalote agave itself. The floral sweetness that presents itself on the palate is complimented by the aroma of wet earth on the nose followed by a complex sweet citrus finish, which balances it out excellently.

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 and Guerrero. 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 Ancestral is used to signify the way in which our mezcal was produced in the Ancestral Style.

SPECS

MEZCAL 100% AGAVE		SUGGESTED RETAIL PRICE \$100	
VILLAGE Chilapa	REGION Guerrero		
CLAY POT STILL	47.9% ABV	96.8 PROOF	750 ML NOM-0363X

Ancestral: Single Bottle



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Ancestral: Case of Six



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