



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 mezcaleros. 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 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

CASTILLA

Part of the American Oaxacensis agave family, the Castilla is a close cousin to the Espadín agave. Smaller in size than an Espadín and often discovered more in the wild, this agave is heavily influenced by its terroir. Sourced from a dry region in Oaxaca, the agave offered a distinctive mineral forward flavor. From the same field, calabazas [pumpkins], a traditional crop, have been long cultivated for hundreds of years lending more complexity to the agave.

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 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 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

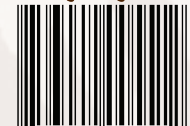
MEZCAL 100% AGAVE		SUGGESTED RETAIL PRICE \$99	
PUEBLOS Río de Ejutla		REGION Oaxaca	
COPPER POT STILL	52% ABV	104 PROOF	750 ML NOM-0363X

Borrego: Case of Six



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Borrego: Single Bottle



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