



## **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

### COYOTE

Part of the American Oaxacensis agave family, the Coyote is particularly hard to find in the wild. Sourced from Villa Sola de Vega in Oaxaca, this agave is typically characterized by its herbaceous and earthy aromatics with a spicy finish.

## 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 hand. Without the addition of artificial yeast, open-air fermentation in wood tanks 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. The daily maximum capacity per clay pot to distill our mezcal is 60 liters, producing small craft batches.

## TASTE

A stunning expression of the unique character of the Coyote agave. An earthy and slightly smoky entry leads to a mid palate that is driven by flavors of minerality and rich dark chocolate. Finishes dry and balanced, indeed an enjoyable mezcal crafted for sipping.

## 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 Coyote is used to signify the way in which our mezcal was produced in the Ancestral Style.

## SPECS

<b>MEZCAL 100% AGAVE</b>		SUGGESTED RETAIL PRICE <b>\$129</b>	
PUEBLOS Sola de Vega		REGION Oaxaca	
<b>CLAY POT STILL</b>	<b>52.8% ABV</b>	<b>105.6 PROOF</b>	<b>750 ML</b> <b>NOM-0363X</b>

*Coyote: Case of Six*



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*Coyote: Single Bottle*



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