



CASAMIGOS INTRODUCES CASAMIGOS MEZCAL Brought to You by Those Who Drink It

George Clooney, Rande Gerber and Mike Meldman, the creators of Casamigos Tequila, introduce Casamigos Mezcal to their House of Friends. "There's nothing like it on the market," says George and Rande. "We've created a mezcal that is as good as our tequila. Casamigos Mezcal is uniquely smooth, easy to drink and smoked to perfection."

Tequila filled nights with friends is how Casamigos was born. While creating the fastest growing and most popular tequila in the world, Clooney and Gerber tasted 700 samples before finding the perfect one. During one of those infamous nights, they were also given a variety of mezcals to try, and the trio knew mezcal would eventually become part of their House of Friends. They made sure to stay in touch with the family who created their mezcal of choice and have worked closely with them to perfect it.

"I think people will love our mezcal as much as we do. We have proven to never settle for anything but the best and are extremely proud of what our family in Oaxaca have created. The fact that their tradition has continued over 4 generations, shows their dedication to perfection and we are extremely proud to add this to our Casamigos family," continued Rande.

Tasting Notes

Available in Joven (or Blanco), Casamigos Mezcal is balanced and elegant, offering harmonious hints of tamarind, pomegranate, banana and mango. Fresh herbal mint aromas, dried oregano and thyme lend character to the mezcal. The delicate tones of smoke, hints of licorice and mineral nuances lead to a long silky finish. Traditionally this agave spirit is slow-sipped at room temperature from clay shot bowls called *copitas*.

Creation Process

Made in Santiago Matatlán, Oaxaca, Mexico, Casamigos Mezcal is artisanal and crafted from 100% Espadín agaves. The family's long standing mezcal traditions are carefully preserved and Casamigos has been fortunate enough to continue the family's traditional and unique production techniques. Traditional production happens in small *palenques* or "meeting places." The maguey piñas are taken there and the artisanal process of mezcal production is brought to life. After harvest, the piñas are

split and laid to cook for 4-6 days in six-ton earthen pits lined with volcanic rocks heated by a slow burning oak wood fire. Once cooked, the piñas are cooled for 24 hours before the crushing process begins. The agave is crushed, one ton at a time by a horse-drawn tahona wheel. Depending on the season the mezcal ferments for 2-8 days before being distilled in covered copper pot stills. Casamigos Mezcal is twice-distilled and allowed to stabilize for 30 days before mountain spring water is added to finalize the mezcal. As with Casamigos Tequila, before going into the bottle, each batch is tasted and approved by Clooney and Gerber, to ensure the highest quality.

Bottle

Each bottle, designed by Rande Gerber, is hand crafted and rubbed using a unique process ensuring no bottle will ever be the same. The bottle is then entered into a 190° oven. Once cooled down, the labels are printed on the bottles which are then placed into a Lehr for curing. The bottles are then heated in 25-minute intervals. Rande wanted the bottle to have a rough yet soft personal feel. Each one will be unique and different to each person who touches it. The end result is a beautifully hand-crafted piece of art. "This is a bottle people will want to take home after they finish drinking it, and my collection sure is growing fast" said Rande.

Casamigos Mezcal is now available in 750ml for an average MSRP of \$59.99 (USD) and will also be available in 1L across the United States, Canada, UK, Australia and expanding worldwide. The addition of Casamigos Mezcal will be integrated into the Casamigos family immediately.

For more information please visit www.casamigos.com. Follow us on social media @casamigos.

ENJOY RESPONSIBLY Imported by Casamigos Spirits Company, Manhasset, NY,
Casamigos Mezcal, 40% Alc./Vol.

mezcal 100% Agave Espadin

PRODUCTOS CASAMIGOS DE AGAVE

PROTECTOR	CLASE
GC-RG-111	Joven
CATEGORIA	HECHO
Mezcal 100% Agave Espadin	Oaxaca, Mexico
	NUMERO



CASAMIGOS[®]
MEZCAL

Josey Clay EXCLUSIVO *Raul Arana*
40% ALC. / VOL. (80 PROOF) 750 ML.