

# PROLIJO™

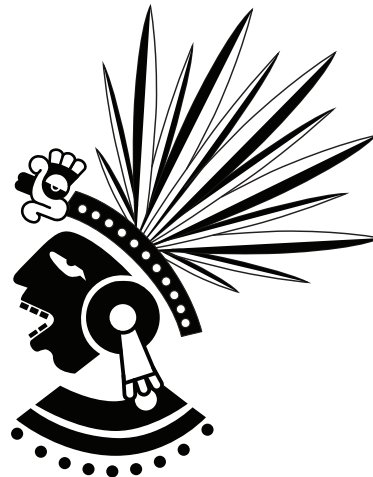
## MEZCAL ARTESANAL



FROM OAXACA, MEXICO

[www.ProlijoMezcal.com](http://www.ProlijoMezcal.com)





**PROLIJO™**  
**MEZCAL ARTESANAL**

*100% AGAVE*

**AUTHENTIC HANDMADE MEZCAL**

**DENOMINATION OF ORIGIN**



**PRODUCED IN SAN PEDRO TOTOLAPA, OAXACA, MEXICO**

Prolijo™ Mezcal is artfully produced in Oaxaca, Mexico dedicated to preserving the culture and traditions of the Oaxaca culture and leverage traditional production methods. Our premium mezcal is produced using traditional artisanal traditions that have been our way of life since 1897.

Prolijo in Spanish means somebody who pays attention to detail or tells amazing detail stories. This is what artisans, cooks, clothing makes, and mezcal and other spirits do on every single point for their process.

# MEZCAL DENOMINATION OF ORIGIN



Mezcal can only be made in Mexico. The appellation law requires Mezcal to be made with 100% agave including Espadín, Tobala, Madrecuixe, Barril, Mexicano to name a few. The distillery must be located within the appellation to receive its full accreditation. COMERCAM is an organization that supervises, enforces the appellation law and grants certification for all batches that fulfill the Mezcal production requirements.

A map of Mexico with the state of Oaxaca highlighted in red. A black location pin with a white dot is placed in the center of the red area. The Gulf of Mexico is shown to the north and east, and the Pacific Ocean to the south and west. Other states are shown in black and grey.

GULF  
OF  
MEXICO

## OAXACA, MEXICO

Oaxaca is located in Southwestern Mexico. The state is located in the south of Mexico, bordered by the states of Puebla, Veracruz, Chiapas and Guerrero with the Pacific Ocean to the south. Oaxaca has one of the most rugged terrains in Mexico, with mountain ranges that abruptly fall into the sea.

**Climate:** Subtropical, semi hot, semi humid, rainy season in summer andn early fall

**Altitud:** Most of the state is over 2,000 m (6,562 ft) Central Valleys area and all others over 2,000 m (6,562 ft) above sea level

**Indigenous people:** Zapotec and Mixtec

OAXACA

PACIFIC  
OCEAN





## PROLIJO'S AGAVE

Our agave comes from Tlacolula de Matamoros, Oaxaca. It's located 18.6411 miles from Oaxaca de Juarez.

Founded: 1560

Elevation: 5,249

Weather: 79°F (26°C), Wind E at 7 mph (11 km/h), 44% Humidity





## HARVESTING AGAVE

We let the agave reach its full maturity. This can take between eight to ten years and once the agave is taken out of the ground, the land rests for a full year before planting again.



A person wearing a wide-brimmed hat and a patterned shirt is bent over, working in a field of agave plants. The field is filled with rows of agave plants, and the ground is dry and dusty. In the background, there are some buildings and mountains under a clear sky.

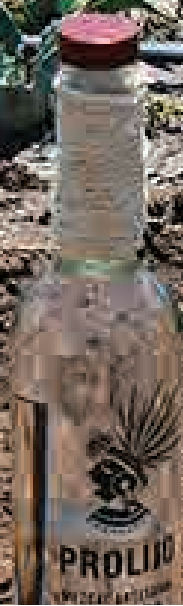
## MANTAINING THE AGAVE

Our Agave Espadin is grown and maintained by hand. This ensures we monitor for health and optimal growth conditions. We use 100% Espadín agave and, unlike some less expensive; lower quality mezcals, we DO NOT add sugar cane or fructose in to our products.



## PLANTING AGAVE

We plant semillas every year to maintain and fulfill the demand. We allow the plants to grow for two full years and then move them to a different location to continue maturing.



# ARTISANAL PROCESS

Step  
1

## RAW MATERIAL



Agave Espadín &  
other wild agaves

Step  
2

## COOKING



Floor stone oven

Step  
3

## GRINDING



Tahona stone wheel pulled  
by mule or horse

Step  
4

## FERMENTATION



Wood tub with agave fiber  
and water

Step  
5

## DISTILLATION



Copper alembic and we do  
double distillation

A photograph of Petronilo Rosario, a 4th generation mezcalero, standing in front of a brick wall. He is wearing a light blue button-down shirt and a wide-brimmed straw hat. He holds a large wooden fork with four tines, which is positioned over a large pile of agave hearts. The background is a rustic brick wall with a small square opening.

## MAESTRO MEZCALERO

### PETRONILO ROSARIO

Petronilo is a 4th generation mezcalero with over 45 years of artisanal mezcal production experience.

Petronilo has been Prolijo™ Mezcal's Mazcalero from inception. You can taste the love and pride he exudes in his art, employing a fully artisanal process.





## PICKING THE RIGHT AGAVE

We ensure we only pick agave that has reached its full maturity which is generally an 8-10 year old agave. Our agaves can weigh between 15-200kgs. One liter of mezcal requires 10-14kgs.





## ROASTING THE AGAVE

We roast the agave in a stone brick oven in the ground and allow for the agave to caramelize.



A large pile of roasted agave heads (pias) is shown in the foreground. The agave heads are dark brown, almost black, and have a textured, scaly appearance. They are piled together, with some showing the central core. In the background, there is a light-colored brick wall. A blue tarp is partially visible behind the pile of agave. The scene appears to be outdoors, possibly in a market or processing area.

## CARMELIZED AGAVE

Once the agave is fully roasted, it is ready for stone crushing. As this point the agave is sweet and edible. In fact, some locals sell it in the local market as a type of candy.



## TAHONA (*Stone Crushing*)

The roasted agave is placed in a pit where the tahona is pulled by a mule, horse or donkey to crush the roasted agave and convert it to fiber.



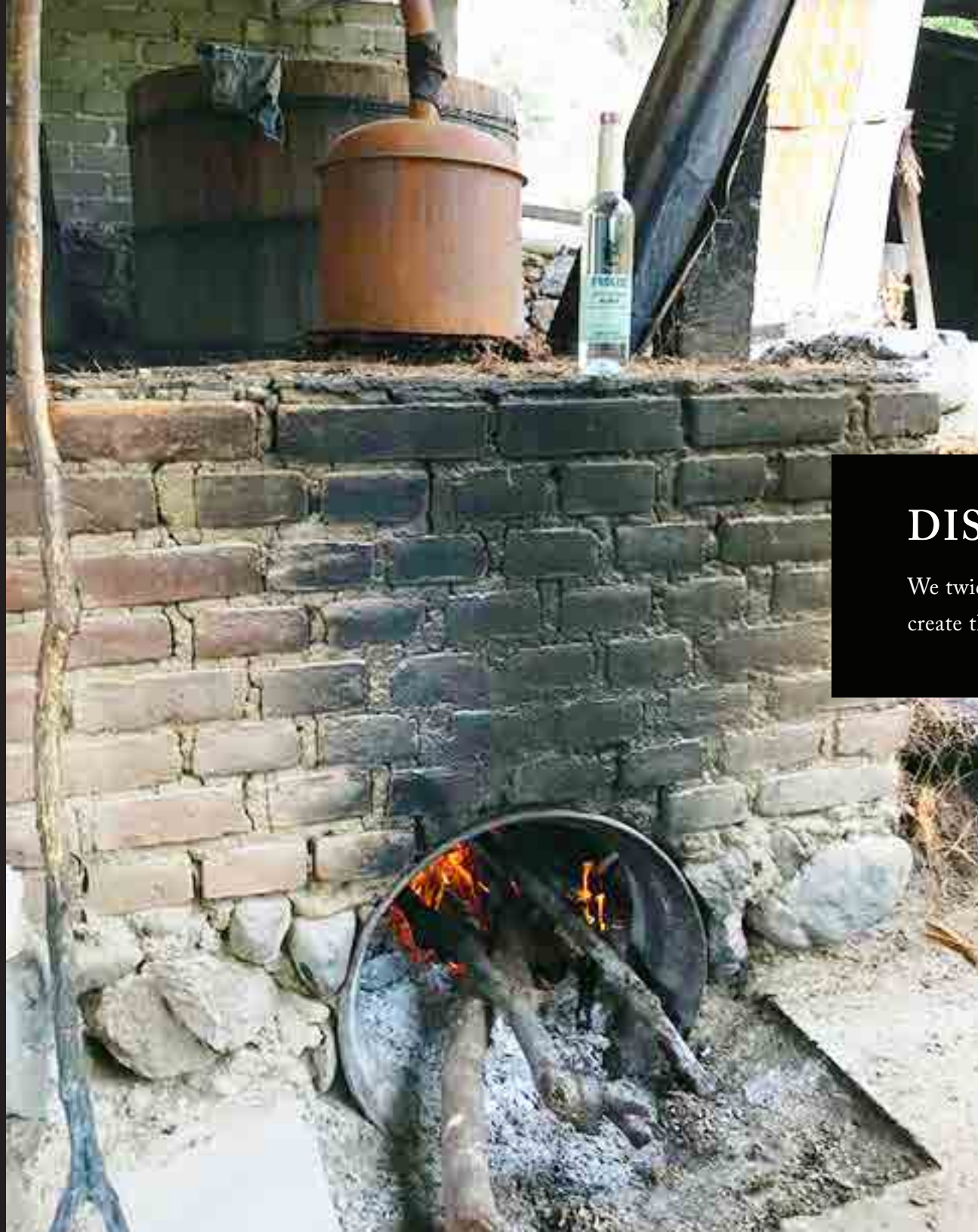


## THE FERMENTATION PROCESS

Following the Tahona process, the agave is then placed in 1,000 liter wood tubs and is filled with water where it ferments. This process takes between eight and twenty two days and is heavily dependent on the temperature and weather.

While some producers add sugars or accelerators to expedite the process, we ensure our fermentation methods are natural.





## DISTILLATION PROCESS

We twice-distill our Espadin mezcal in Copper Alembic and create three expressions - Blanco, Reposado and Añejo.



## PRINTING THE BOTTLES

Each Prolijo™ Mezcal bottle is singularly printed by hand.  
This artisanal process allows us to generate more jobs in  
Oaxaca and stimulate the local economy.





## FILLING THE BOTTLES

Once the bottles are labeled, we're ready to fill. The bottles are filled with 90 proof Agave Espadín Mezcal and is ready to be imported to the U.S.A.



## AMERICAN OAK BARRELS

We use American Oak Barrels to age our Agave Espadín. We rest the reposado for two months and twelve years for our Añejo. The barrels are bought new for our usage.





## THE LASSO

Years ago, when Mezcal was sold in artisanal black ceramic pots, locals would apply a lasso around the pot to make the pot easier to grab and transport. To keep the tradition alive, we have applied a lasso to the neck of our bottle.





Prolijo™ Mezcal is not only artisanal in the inside, but also in the outside and we celebrate the indigenous culture of the pre colonial era.

**Prolijo™ Mezcal Blanco Wins:**

*Gold at SIP Awards*

*Silver at Las Vegas Global Spirit Awards*

**Prolijo™ Mezcal Reposado Wins:**

*Silver at Las Vegas Global Spirit Awards*

**Prolijo™ Mezcal Añejo Wins:**

*Gold at Las Vegas Global Spirit Awards*



*We created Prolijo™ Mezcal to celebrate the native people of Mexico. Our brand manifests the culture and traditions of pre-colonial era when individuals leveraged plants/roots for medicine and were self-sustaining. I'm proud of my Otomi and Perepecha heritage and want to bring the true Mexican spirits' flavors to the world.*

*- Juan Peña*







### *100 Agave Espadín (Angustifolia)*

**REGION:** San Pedro Totolapa, Oaxaca, Mexico

**MEZCALERO:** Petronilo Rosario

**PROCESESS:** Artisanal

**DISTILLATION:** Twice

**Alc/Vol:** 45

**AROMAS:** Woody, Fruity, Citrusy

**FLAVOR:** Full Body, Smoky,  
Citrusy, Earthy



### *100 Agave Espadín (Angustifolia)*

**REGION:** San Pedro Totolapa, Oaxaca, Mexico

**MEZCALERO:** Petronilo Rosario

**AGED:** 2 months in white Kentucky Oak Barrels

**Alc/Vol:** 42

**AROMAS:** Woody, Vanilla, Agave

**FLAVOR:** Smooth, Sweet, Woody, Roasted,  
Smoked Tints



### *100 Agave Espadín (Angustifolia)*

**REGION:** San Pedro Totolapa, Oaxaca, Mexico

**MEZCALERO:** Petronilo Rosario

**AGED:** 12 years in white Kentucky Oak Barrels

**Alc/Vol:** 40

**AROMAS:** Woody, Sweet Tint

**FLAVOR:** Soft balanced cooked agave with notes  
of cinnamon, raisins and vanilla delivering a  
smooth sensation to the palate



**PROLIJO™**  
**MEZCAL ARTESANAL**



*The Spirit Lives.*