



2025
ANCESTRAL RELEASE
AVAILABLE IN U.S.

El Jolgorio Ancestral returns us to Mezcal's legendary starting point and connects us with our ancestors. Ancestral mezcal represents the purest and most traditional form of mezcal production. The production is labor intensive and features no technology, it typically involves milling agave by hand using large wooden mallets, fermenting in wooden tinas or animal skins and distilling using clay pots. Because of the small size of the clay pots used in the distillation process, the yield per batch can be very small, making this type of mezcal inherently unique.



EL JOLGORIO MEXICANO

TECHNICAL FACTS

DISTILLERY (PALENQUE): El Platanar
MASTER DISTILLER: Felipe Velasco Jimenez
100% WILD AGAVE A. Rhodacantha (Mexicano)
7 YRS OLD AT HARVEST / 2023 Harvest
GOTZENGO, SAN FRANCISCO SOLA, SOLA DE VEGA, OAXACA, MÉX.
50.2% ABV / 750 ml / BOTTLES: 90
Edition 4

ABOUT MEXICANO

Part of the exclusive El Jolgorio Ancestral series, this Mexicano expression is made from wild-harvested A. Rhodacantha agaves that thrive in the high-altitude Sierra Sur region of Oaxaca. Known for its long, narrow leaves and rich sugar content, maguey Mexicano yields a mezcal with vibrant energy, earthy sweetness, and herbal complexity. Crafted by Master Distiller Felipe Velasco Jimenez in Gotzenngo, San Francisco Sola, and distilled in clay using ancestral methods, this small-batch mezcal is a celebration of patience, tradition, and the rare beauty of this agave.

ABOUT EL JOLGORIO

Mezcal forms an important part of rituals, ceremonies, and festivities in villages in our homeland of southern Mexican state of Oaxaca. These celebrations - also known as Jolgorios - always involve mezcal, a drink that spans cultures and bonds families. Fifteen unique El Jolgorio Mezcals are made from different species and varieties of rare agaves by master distillers in remote villages in the Central Valleys region of Oaxaca. Each El Jolgorio label signifies a different agave variety, with each tiny batch released in sequentially numbered editions. Due to the scarcity of wild agaves and the company's commitment to sustainability, the batches rotate, meaning each new edition might be produced from a different regional producer within the network of mezcaleros. The label for each consecutive edition bears the name of the mezcalero, village, age of agave at harvest, and number of bottles produced, to connect the drinker with the place of origin and the families behind the spirit.