



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 SIERRUDO

TECHNICAL FACTS

DISTILLERY (PALENQUE): El Platanar
MASTER DISTILLER: Justina Ruiz Perez
100% WILD AGAVE A. Americana (Sierrudo)
9 YRS OLD AT HARVEST / 2023 Harvest
GOTZENGO, SAN FRANCISCO SOLA, SOLA DE VEGA, OAXACA, MÉX.
51.5% ABV / 750 ml / BOTTLES: 240
Edition 5

ABOUT SIERRUDO

Towering above the Oaxacan landscape, maguey Sierrudo stands out with its massive presence and striking beauty. Part of the exclusive El Jolgorio Ancestral series, this expression reflects the agave's rare power—its imposing size mirrored by its bold, complex flavor. Due to its scarcity, Sierrudo is rarely used in mezcal production, making each batch a true gift. This mezcal offers an unforgettable experience and leaves a lasting impression on both the palate and the soul.

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 Mezcal 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.