



2023
SPECIAL RELEASE
AVAILABLE IN U.S.

Fall is upon us, and that means that the El Jolgorio 2023 Special Release collection of mezcals has arrived in the United States. Bottled in black glass and released only once per year, these highly anticipated entries will feature seven limited-release mezcals of various agave varieties. This series was created by Casa Cortés in 2017. At that time, due to the growing scarcity of wild agave in Oaxaca, the Cortés family decided to curate an annual release of the rarest mezcals produced by their network of partner mezcaleros. Consisting of tiny batches, these mezcals are extremely prized and often hard to find in the market.



EL JOLGORIO SIERRUDO

TECHNICAL FACTS

DISTILLERY (PALENQUE): De Cortés

MASTER DISTILLER: Jose Cortes Y Ezequiel Ruiz

100% WILD AGAVE A. Americana

13 YRS OLD AT HARVEST / 2019 Harvest

Santiago Matatlán, OAXACA, MÉX.

50% ABV / 750 ml / BOTTLES: 156

Edition 5

ABOUT SIERRUDO

Part of the El Jolgorio Special Release series, El Jolgorio Sierrudo is produced by legendary mezcalero, Don José Cortés. As José enters retirement, he endeavors to pass on his experience and teach the next generation of mezcaleros. During production, he worked with Mezcalero Ezequiel "Cheque" Bautista and shared his experience working with this powerful and imposing maguey. Maturing at around 13-15 years, Sierrudo is a sub-variety of Agave Americana, meaning that it's closely related to Arroqueño and Coyote. Like other Americana varieties, it grows to be very large. The average weight of the piña can be around a whopping 230 kg, with a high concentration of sugars, meaning a single agave can yield around 20-25 bottles of mezcal.

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.