



MEZCAL
NUESTRA SOLEDAD.®

NUESTRA SOLEDAD
BRAND PRESENTATION

IMPORTED BY

BACK BAR PROJECT

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47% ALC. VOL. NET. CONT. 750 ml
MEZCAL
ARTESANAL

NUESTRA SOLEDAD
JOVEN
100% Maguey/Espadín
ORIGINARIO DE OAXACA
LA COMPAÑIA, EJUTLA
HECHO EN MÉXICO
PRODUCED BY CASA CORTES
PROTECTED DESIGNATION OF ORIGIN

46% ALC. VOL. NET. CONT. 750 ml
MEZCAL
ARTESANAL

NUESTRA SOLEDAD
JOVEN
100% Maguey/Espadín
ORIGINARIO DE OAXACA
STA. MA. ZOQUITLÁN
HECHO EN MÉXICO
PRODUCED BY CASA CORTES
PROTECTED DESIGNATION OF ORIGIN

47% ALC. VOL. NET. CONT. 750 ml
MEZCAL
ARTESANAL

NUESTRA SOLEDAD
JOVEN
100% Maguey/Espadín
ORIGINARIO DE OAXACA
SAN BALTAZAR GUEL
HECHO EN MÉXICO
PRODUCED BY CASA CORTES
PROTECTED DESIGNATION OF ORIGIN

48% ALC. VOL. NET. CONT. 750 ml
MEZCAL
ARTESANAL

NUESTRA SOLEDAD
JOVEN
100% Maguey/Espadín
ORIGINARIO DE OAXACA
LACHIGUÍ, MIAHUATLÁN
HECHO EN MÉXICO
PRODUCED BY CASA CORTES
PROTECTED DESIGNATION OF ORIGIN

48% ALC. VOL. NET. CONT. 750 ml
MEZCAL
ARTESANAL

NUESTRA SOLEDAD
JOVEN
100% Maguey/Espadín
ORIGINARIO DE OAXACA
SAN LUIS DEL RIO
HECHO EN MÉXICO
PRODUCED BY CASA CORTES
PROTECTED DESIGNATION OF ORIGIN

45% ALC. VOL. NET. CONT. 750 ml
MEZCAL
ARTESANAL

NUESTRA SOLEDAD
JOVEN
100% Maguey/Espadín
ORIGINARIO DE OAXACA
STGO. MATATLÁN
HECHO EN MÉXICO
PRODUCED BY CASA CORTES
PROTECTED DESIGNATION OF ORIGIN



NUESTRA SOLEDAD

- Nuestra Soledad is comprised of six distinct mezcals from six different producers located in various regions of Oaxaca, intended to highlight elements of terroir in mezcal production.
- Oaxaca is one of the most geographically diverse states in Mexico, with a wide variety of microclimates, vegetation, and ecosystems.
- Nuestra Soledad is made using 100% agave Espadín, cultivated in the remote mountain areas around the Valles Centrales region of Oaxaca, alongside wild vegetation and planted in varying soil types, resulting in an array of flavor profiles.
- Even more importantly, each mezcalero employs his own methods, often passed down through the generations. Every technique used during production, from cultivation to distillation, impacts the final character of the mezcal.
- The environmental diversity, combined with the human element of production, result in six unique mezcals, despite all six being made from a single agave variety: Espadín.

CASA CORTÉS

- DESDE 1840 -
Experiencias con Mezcal

Casa Cortés is a portfolio of three mezcal brands, built by the Cortés family in Oaxaca, Mexico. Each brand is conceptually different, though each is deeply rooted in a traditional, family-based approach to mezcal production. Together, Casa Cortés works with thirteen families, producing mezcal in ten different regions of Oaxaca. Casa Cortés is proud to be 100% Oaxacan-owned.



**AGAVE DE
CORTÉS**
MEZCAL

**ARTISANAL MEZCAL
FROM SANTIAGO MATATLAN
WITH AGED EXPRESSIONS**



MEZCAL
NUESTRA SOLEDAD.

**SINGLE BATCH,
VILLAGE DESIGNATED,
TERROIR DRIVEN,
AGAVE ESPADIN**



El Jolgorio
Mezcal

**LIMITED EDITION,
RARE, WILD, AND
SEMI-CULTIVATED AGAVE**

MEZCAL PRODUCTION PROCESS



HARVEST



ROAST



CRUSH



FERMENT



DISTILL



BOTTLE

CASA CORTÉS

PRODUCER AND OWNER OF NUESTRA SOLEDAD

Nuestra Soledad is a part of the Casa Cortés portfolio of mezcal brands. The Cortés family represents six generations of experience in mezcal production, dating back to 1840. Self-owned and operated, Casa Cortés produces mezcal in their family palenque in Santiago Matatlán, but also works with an exclusive network of highly skilled mezcaleros in regions around Oaxaca.

The Casa Cortés portfolio includes three distinct brands, including Agave de Cortés, Nuestra Soledad, and El Jolgorio, each with a different concept. In total, fourteen different families from around Oaxaca work within this special partnership.

Every Casa Cortés mezcalero has their own story, but all share the common goal of preserving the tradition of mezcal by adhering to traditional methods of production, with an emphasis on respecting the environment and laying the foundation for future generations of mezcaleros.





ROLANDO CORTÉS

FOUNDER & CEO

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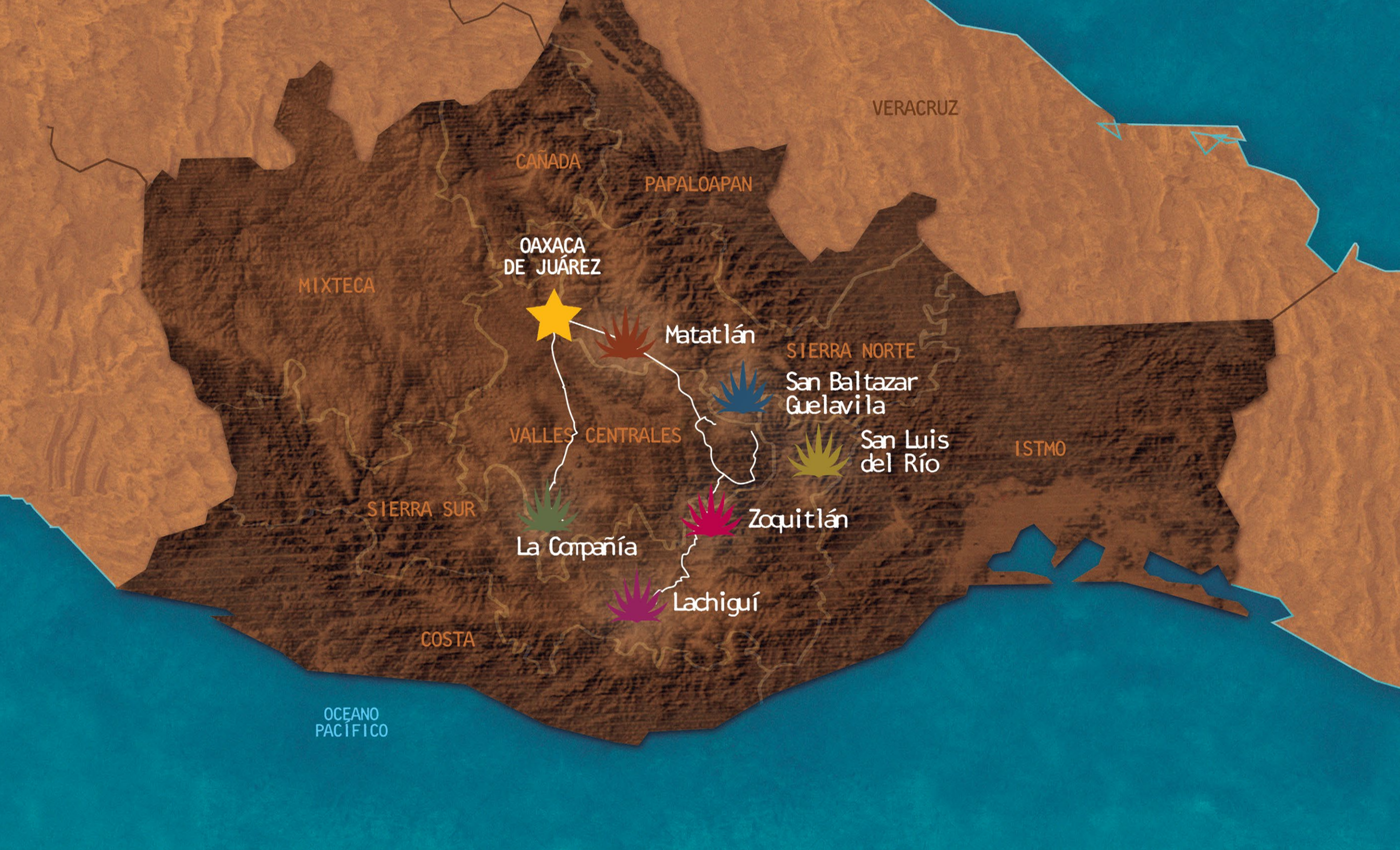
Rolando Cortés, son of Don José Cortés, is a 5th generation member of the Cortés family and serves as CEO of the Casa Cortés company. After growing up in his family's palenque in Santiago Matatlán, Rolando's mezcal journey eventually took him to San Francisco for a period in his twenties, where he gained exposure to the spirits market in the United States. In the early 2000's, Rolando led his family's efforts at breaking into a small, but growing market with the Agave de Cortés brand. In 2010, with the mezcal category still in a nascent stage, Rolando's vision led his family to begin bottling their mezcal for international distribution under the El Jolgorio and Nuestra Soledad brands followed by the re-introduction of the Agave de Cortés brand. Rolando's goal in all of his work was to honor his family's Zapotec heritage and preserve the deep cultural ties that his family has to mezcal.



OAXACA, MEXICO

- In the far south of Mexico, the state of Oaxaca is a unique mix of cultures, historically inhabited by several societies including Zapotec, Mixtec and Aztec - throughout its 7,000 yr. history. The continuing presence of the indigenous population is a major asset for the preservation of native tradition. Infused with European cultures and languages resulting from colonization, Oaxaca is a true melting pot and bastion of diversity.
- A variety of culinary, artistic, religious and commercial cultures are all reflected in Oaxaca's vibrant markets, selling everything from crafts to chocolate, bread to baskets, blankets to clothing and beans.
- Oaxaca de Juárez – the capital of Oaxaca – is located inland, in the center of three great valleys, at an altitude of 6,500 feet. Geographically, Oaxaca is diverse, with mountains, plains, valleys, tropical jungles and the Pacific Ocean all creating many differing growing zones for many varieties of maguey. An agave's environment - soil type, elevation, exposure and how much water a given agave picks up - has an impact on the sugar content and thus potential quality of the final distillate.





VERACRUZ

CAÑADA

PAPAŁOAPAN

OAXACA
DE JUÁREZ

MIXTECA

Matatlán

SIERRA NORTE

San Baltazar
Guelavila

VALLES CENTRALES

San Luis
del Río

ISTMO

SIERRA SUR

Zoquitlán

La Compañía

Lachiguí

COSTA

OCEANO
PACÍFICO

PRODUCTION PROCESS

THE PALENQUE

Once the agaves are harvested, they are taken back to the palenque (pr. pah-lane-kay) or distillery. Most traditional palenques consist of generally the same elements:

1. A large pit oven, commonly referred to as a horno, is used to roast the agaves underground.
2. A Tahona pit for crushing roasted agave.
3. Open-air fermentation vats, or "tinas".
4. A copper or clay stil set atop a wood-fired oven.
5. A nearby water source to use for fermentation.



PRODUCTION PROCESS

HARVEST

After many years of uninterrupted growth in the field, the wild agave plant reaches maturation. At this stage, the agave is preparing to flower and begins to condense sugars and nutrients in its center, making it ripe for harvest. After observing and nurturing the agave for many years (up to 25 years in the case of the wild agave Tepeztate), palenqueros select only the best wild agave. With a machete or ax, the long, stiff leaves are sheared, leaving a piña, or the heart of the agave, which gets its name from its resemblance to a pineapple.

The mezcalero depends on the land for his livelihood, and routinely talks to the land, thankful for its provisions.





PRODUCTION PROCESS

AGAVE ROAST

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Roasting agaves in preparation for crushing takes many years of expertise to master. Every Master Distiller has his own methods and techniques, making every Nuestra Soledad mezcal unique. During the roast, the heat breaks down the complex sugars in the agave into simple sugars, making them suitable for fermentation.

First, a hot fire is built in an earthen pit-oven, fueled by oak and eucalyptus, and often lined with volcanic or river rocks to absorb and maintain the heat. When the pit is hot enough, the piñas are stacked in the pit over the fire and hot rocks, then covered with any of a variety of materials, including a thick layer of dirt, fibrous agave leaves, and soaked burlap, creating an underground oven. Roasting agave imparts the smokiness typically associated with Mezcal.



PRODUCTION PROCESS

GRINDING ROASTED AGAVE

Once roasted, the soft, brown agaves are chopped into smaller pieces and placed in a small, round pit to be ground into fibrous candy-like strands, releasing the caramelized sugars and juices that were condensed during the roast.

Traditionally, the palenque employs a mule or horse pulling a round tahona stone to speed the process.

Nuestra Soledad's Master Distillers each use traditional methods passed down from father to son over many generations. Thus, traditional mezcal is made the exact same way it was centuries ago.



PRODUCTION PROCESS

FERMENTATION IN OPEN-AIR



After roasting and grinding, the mashed agave is placed into large wooden tanks, and local-source water is added. Upon mingling with open air and wild yeast, the fermentation process begins, often lasting from 6 - 10 days. The fermenting mash is called mosto.





PRODUCTION PROCESS

DISTILLATION

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The fermented agave mash is distilled twice in copper stills, set atop a wood-oven. As the spirit evaporates and rises in the still, it is trapped and run through a serpentine pipe submerged in cold water, causing the spirit vapors to condense into liquid form.

After the first distillation, the spirit is approximately 37% abv, and increases to approximately 52-55% upon the second distillation.

Using centuries old methods, and many years of experience, the mezcalero is able to determine the proof of the second distillation simply by blowing through a bamboo-like tube into a cup of mezcal to create bubbles. The larger the bubbles, the higher the proof.



# MONICA BAUTISTA CORTÉS

## GLOBAL BRAND AMBASSADOR

Monica was born and raised in Los Angeles, but her family is originally from Santiago Matatlán, Oaxaca, where her family began producing mezcal around 1840. Despite being born in the U.S., she always felt a pull back to her family's roots and her mezcal heritage. Four years ago, she returned to Oaxaca and decided to get involved in the family business to explore the history that has been a part of her family for so long. She quickly became an integral part of nearly every aspect of the business. In early 2020, Monica took on the role of Global Brand Ambassador at Casa Cortés. She looks forward to helping introduce mezcal to the world.

Follow Monica on Instagram: @monimezcal





# NUESTRA SOLEDAD SANTIAGO MATATLÁN

The rural town of Santiago Matatlán, just to the east of Oaxaca City in the Valles Centrales region, is widely known as the epicenter for traditional mezcal production. Many small villages in Oaxaca are known for an art, craft, or trade that artisans in the village specialize in. In Santiago Matatlán, it is mezcal they are known and celebrated for, and have been for generations. The Espadín agave harvested by the Cortés family to produce this expression of Nuestra Soledad grows at an elevation of 5,500-5,900 feet in a mountain canyon rich with agave diversity. Amongst stunning vistas, the Espadín agaves for this mezcal are sustainably cultivated alongside wild outcrops of Tepeztate, Tobalá and Coyote agaves. Mezcalero Gregorio Martinez Jarquín has been working in Santiago Matatlán since he was a teenager and is widely respected in the mezcalero community.



## SANTIAGO MATATLÁN TECHNICAL DETAILS

**PALENQUE (DISTILLERY):** De Cortés

**REGION:** Santiago Matatlán, Tlacolula

**MAESTRO MEZCALERO (MASTER DISTILLER):**  
Gregorio Martinez Jarquín

**AGAVE:** 100% Espadín

**TASTING NOTES:** Roasted plantain and savory smoked meats, toasted cacao nibs, big yet elegant on the palate with a robust yet balanced, wood-smoke finish.

**ABV:** 45%



# NUESTRA SOLEDAD SAN LUÍS DEL RIO

San Luis del Rio is a small village in the district of Tlacolula, nestled into the steep hillside along a deep river valley in the mountains to the east of the Valles Centrales region of Oaxaca. Intense heat in the region results in early-ripening agave with densely concentrated sugars leading to the bold, fruity, complex profile of this mezcal. San Luis del Rio is one of the epicenters of mezcal production and almost exclusively produces Espadín. The tiny distilleries that are spread out along the river benefit from the shade from tropical fruit-bearing trees and nearby water source. Above the tree line at higher elevation, conditions are rugged and ideal for the cultivation of Espadín, with parcels of agaves plantations dotting the mountainside as far as the eye can see. It is here that Ivan and Paco Méndez uphold the legacy of their late father, Don Rafael Méndez Cruz, whose contribution to his community was immense, not only as a family man and mezcalero, but as a proponent of cultural preservation in San Luis del Rio.



## SAN LUÍS DEL RIO TECHNICAL DETAILS

**PALENQUE (DISTILLERY):** Los Mendez

**REGION:** San Luis del Rio, Tlacolula

**MAESTROS MEZCALEROS (MASTER DISTILLERS):**  
Ivan Mendez and Francisco “Paco” Mendez

**AGAVE:** 100% Espadín

**TASTING NOTES:** Sparkling grapefruit and citrus aromatics with wet stone. The palate has a rich and creamy mouth-feel, savory butterscotch and herbs with a long and complex finish.

**ABV:** 48%



# NUESTRA SOLEDAD LACHIGUI

Nestled into the side of a steep ravine, hours from civilization, the ranch settlement of Lachiguí is home to the Vasquez family of mezcaleros. The ranch itself is a tiny complex of humble structures that house members of extended family with the nearby small village of El Palmar some 30 minutes drive along precipitous, mountainside dirt roads. At 7,414 feet elevation, Lachiguí is the highest elevation palenque of those producing mezcal for the Nuestra Soledad brand, by over 1,500 feet. Tio Pedro's agave fields are a 500 foot elevation climb up the mountain from the palenque, home to a treasury of various agave varieties planted in rocky soil laden with limestone. The extreme growing conditions produce some of the most complex mezcals with elegance and nuance that complements their massive strength. Pedro Vasquez is a master of his craft and produces many of the most prized expressions of the El Jolgorio mezcals including Arroqueño, Tosalá, and Tepeztate.



## LACHIGUI TECHNICAL DETAILS

**PALENQUE (DISTILLERY):** Tio Pedro

**REGION:** El Palmar, Miahuatlán

**MAESTRO MEZCALERO (MASTER DISTILLER):**  
Pedro Vasquez and Librado Vasquez

**AGAVE:** 100% Espadín

**TASTING NOTES:** Richly aromatic with notes of wet earth, fresh cherries, cedar wood and cigar box, peppery and green on the palate with bright, citrusy acidity and a long, dry earthy/woody finish

**ABV:** 48%



# NUESTRA SOLEDAD SAN BALTAZAR

San Baltazar Guelavila is a small town on the eastern side of the Valles Centrales region of Oaxaca, Mexico in the district of Tlacolula. It is in these valley highlands, because of their fertile, limestone soils, that espadín has been cultivated for over 100 years alongside other sustaining crops. Don Gregorio Martinez grows his espadín at an elevation of 5,500 feet surrounded by diverse agriculture such as tropical fruits and citrus. The proliferation of fruits and vegetables being grown in the area lend their naturally occurring yeasts to the wild fermentation process and give this mezcal it's distinctive sparkling aromatics and rich flavor.



## SAN BALTAZAR TECHNICAL DETAILS

**PALENQUE (DISTILLERY):** 3 Mezquites

**REGION:** San Baltazar Guelavila, Tlacolula

**MAESTRO MEZCALERO (MASTER DISTILLER):**  
Gregorio Martinez Garcia

**AGAVE:** 100% Espadín

**TASTING NOTES:** Sweet, ripe, tropical fruit, caramelized agave, Chinese five spice and wet stone on the nose. Mineral-rich, and round mouth-feel with an exceptionally long and complex wood-smoke and finish.

**ABV:** 47%





# NUESTRA SOLEDAD EJUTLA

Ejutla de Crespo, specifically Agua del Espino, is a town located almost 200 km southwest of Oaxaca City. The municipality is situated in a mountainous region, with uneven topography and rugged hills. The steep slopes favor hardy agaves and the struggle to survive in this harsh growing environment comes through in the complexity of their mezcal. Don Pablo employs a method of distillation that is common in the region of Ejutla, using a single, extended distillation in a modified pot still with a cooling chamber called a refrescador, which contributes to the unique, bold flavor profile.



## EJUTLA TECHNICAL DETAILS

**PALENQUE (DISTILLERY):** Don Pablo

**REGION:** Agua del Espino, La Compañia, Ejutla

**MAESTRO MEZCALERO (MASTER DISTILLER):**  
Don Pablo Vasquez

**AGAVE:** 100% Espadín

**TASTING NOTES:** Bright and aromatically complex with white flowers, cilantro and mint on the nose, rich, savory and viscous on the palate with roasted chiles and minerality. The finish is long with a delicate kiss of wood smoke.

**ABV:** 47%



## NUESTRA SOLEDAD SANTA MARIA ZOQUITLÁN

Santa María Zoquitlán is a village of roughly 1,600 people, located southeast of Oaxaca de Juárez in the Valles Centrales Region. The area is verdant due to the jade-green Zoquitlán River that winds through the valley floor, making the area rich for cultivating a wide variety of sustaining crops. Ignacio Parada, known as Don Chucho, along with his son José, harvest wild and semi-cultivated agaves in the mountains with their multi-colored soils directly behind their palenque. Don Chucho was the first mezcalero to join the Casa Cortés collective of producers in 2007. Today, he is proud to be passing along his craft to the next generation as he works side-by-side with his son to produce mezcals for Nuestra Soledad and El Jolgorio.



## SANTA MARIA ZOQUITLÁN TECHNICAL DETAILS

**PALENQUE (DISTILLERY):** Zoqui

**REGION:** Santa María Zoquitlán, Tlacolula

**MAESTRO MEZCALERO (MASTER DISTILLER):**  
Jose Parada Valera

**AGAVE:** 100% Espadín

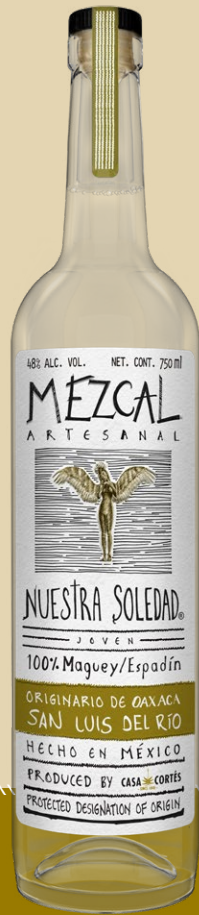
**TASTING NOTES:** Lemon zest, red pepper, tropical fruit and smoked game greet the nose with a big, creamy and complex palate featuring honeysuckle and sandalwood. The exotic finish is long and nuanced with lychee, stone fruit and savory herbs.

**ABV:** 46%

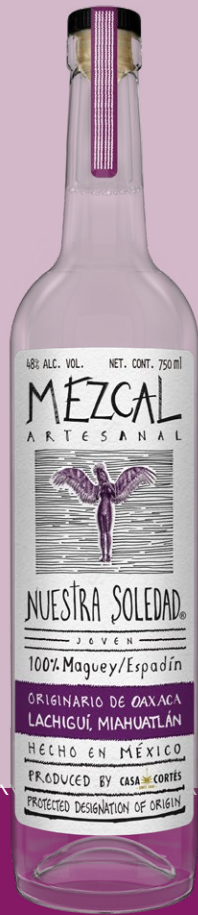




SANTIAGO  
MATATLÁN



SAN LUÍS  
DEL RIO



LACHIGUI



SAN BALTAZAR



EJUTLA



SANTA MARIA  
ZOQUITLÁN

# LUXURY MEZCAL COCKTAIL: SPACE COYOTÉ

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Mezcal drinks can be delightfully savory, like this fiery and fresh stirred cocktail from Managing Partner of Roquette, Erik Hakkinen. Nuestra Soledad's fragrant, herbal side goes nicely with dry vermouth, green Chartreuse, and Ancho Reyes Verde.

## SPACE COYOTÉ

Mezcal Nuestra Soledad (choose any expression)

Green Chartreuse

Ancho Reyes Verde

Vermouth Blanc

Black Lemon Bitters

### **Method:**

Stir ingredients together in a rocks glass with ice.

Garnish with a lemon twist.





# WHY ESPADÍN?

Agave Espadín was selected long ago as the agave species that would be the backbone of the mezcal industry.

90% of the mezcal that makes it to market is made from the Espadín agave. Thus, it is highly cultivated in various regions.

Several factors contribute to Espadín's attractiveness as a staple in mezcal production:

- Easiest agave to cultivate and less susceptible to over-harvest
- Matures earlier than other agaves
- Grows large and yields high quantity of mezcal
- High sugar content is good for fermentation
- Grows in many regions of Mexico



# CONTACT US

## BACK BAR PROJECT

[info@backbarproject.com](mailto:info@backbarproject.com)



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# STATE OF THE UNION: NUESTRA SOLEDAD

## NUESTRA SOLEDAD

The second brand from Casa Cortés (same producers as Agave de Cortés).

For Nuestra Soledad, the Cortés family works with an all-star lineup of experienced mezcaleros, working in six different regions of Oaxaca. Each bottle is labeled according to the village in which it is produced.

The concept is a focus on terroir in mezcal. Each village has different growing conditions, soil, vegetation, and water, so each mezcal tastes very different from the next, despite using the same agave (Espadín).

Mezcals are line-priced to encourage customers to explore and compare among the different villages, increasing the likelihood of a 2-3 bottle purchase.



**VARIETAL:** Espadín

**CASE PACK SIZE (units):** 6 / 750ml

**AVERAGE COST:** \$42.83 per bottle on Case 1

- Price varies by state.

**AVERAGE MSRP:** \$59.99

**DATE AVAILABLE TO SHIP:** Immediately

**BASIS (Why Buy?):**

- Top-selling mezcal in the Nuestra Soledad single village range.
- Highest value for quality of any single village mezcal range available.
- Casa Cortés is self-owned and operated, and one of the most respected mezcal families in Mexico.

**COMPETITIVE SET (category / subcat / brand):**

- **Category:** Spirits
- **Subcategory:** Mezcal
- **Brand:** El Silencio, Montelobos, Del Maguay

**COMPETITIVE PLACEMENTS:**

- On-Premise, premium bottle shops/independents.

**ITEM AWARDS/ACCOLADES (WHERE APPLICABLE):**

- #7 *The 12 Best Mezcals to Drink in 2021*, *Liquor.com*, Sept. 2020
- #5 *Best Mezcals Under \$50*, *PUNCH*, April 2020