## INTRODUCING

Mezcal Artesanal

# Perro P San Juan® CELESTE

erro de San Juan might literally translate to "St. John's Dog" but with the Oaxaca locals, this saying refers to a dog who is free to travel or roam. Just like Perro de San Juan, we are representing the postcard of the traveler who discovers the experiences of contemporary Mexico. We preserve the surrealism of the land, we embrace our roots, and we draw from the wisdom of a past that teaches us our traditions.



Crafted for the travelers, the adventurers, the born explorers. For those who build bridges, not borders, those open to new experiences and those who enjoy life to the fullest and leave a mark wherever they go.



MEZCAL IS ATTRACTING NEW USERS AND AFFICIONADOS ALIKE +15.9% AGAVE-BASED SPIRITS THE FASTEST-GROWING SEGMENT OVER 20M CA

+35% TOTAL LUXURY SPIRITS CATEGORY\*\* +56% MEZCAL LUXURY CATEGORY\*\* 296% SPIRITS 166% TEQUILA MEZCAL OVER-INDEXES IN ON-PREMISE\*\*

# DISCOVER PERRO DE SAN JUAN CELESTE

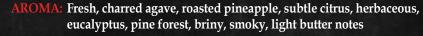
<sup>66</sup> A BALANCED MEZCAL, WITH A FRESH AND CREAMY AROMA, IS EXACTLY WHAT YOU WILL EXPERIENCE WITH OUR MEZCAL ESPADÍN CELESTE. NUTS AND MINERAL FLAVORS WILL DELIGHT YOUR PALATE. "

- MAESTRO MEZCALEROS, CARLOS LEÓN





#### **TASTING NOTES**



PALATE: Sweet agave, charred pineapple, black cherry, honey, dried fruit and dried lemon, pleasantly vegetal, herbal, autumn leaves, leathery, briny, woody, very smooth

FINISH: Bittersweet chocolate, banana peel, herbal, spicy, smoky, velvety, and elegant



## REGION

San Luis de Rio, Oaxaca



#### MAGUEY TYPE

Agave angustifolia - espadín



#### MATURATION OF MAGUEY

6-8 Years



#### CATEGORY

Joven



#### ROAST DURATION

4-8 days



#### TYPE OF WOOD

Ocote wood



#### OVEN TYPE

Stone oven



#### GRINDING TYPE

Taona Stone (wheel)



#### FERMENTATION VATS

Ocote wood



#### WATER SOURCE

Manantial water from cerro de la cruz



#### DISTILLATION

Double distillation in copper stills



#### ABV OF MEZCAL

42.4% - 84.8 Proof



#### SUGGESTED RETAIL PRICE

\$52.99



# SIGNATURE COCKTAIL

#### THE LAST PLANT

0.5 oz. Perro de San Juan Celeste

0.5 oz. Luxardo Maraschino

0.5 oz. Chartreuse Verde

0.5 oz. Lime Juice

DIRECTIONS:

Combine all ingredients in shaker and double strain, serve up in coupe glass

CASE	UPC	SCC	BOTTLE DIMENSIONS	BOTTLE WEIGHT	CASE DIMENSIONS	CASE WEIGHT	TI/HI	NABCA
6 X 750ML	850003710013	10850003710010	2.56"L X 2.56"W X 13.19" H	2.65 LBS	9.45"L X 6.3"W X 14.41"H	16 LBS	30/4	498-90008-75"

