

INTRODUCING

Mezcal Artesanal

PERRO DE SAN JUAN®

CELESTE

Perro 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 ARE THE FASTEST-GROWING SPIRITS SEGMENT OVER 20M CASES*

+35%

TOTAL LUXURY SPIRITS CATEGORY**

+56%

MEZCAL LUXURY CATEGORY**

296% VS. SPIRITS

MEZCAL OVER-INDEXES IN ON-PREMISE**

166% VS. TEQUILA

DISCOVER PERRO DE SAN JUAN CELESTE

“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



*Source: IWSR, U.S. Overview - Total Beverage Alcohol, 2020, 9L cases. **Source: SipSource, 12M through 2/22

TASTING NOTES

AROMA: Fresh, charred agave, roasted pineapple, subtle citrus, herbaceous, eucalyptus, pine forest, briny, smoky, light butter 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"

