

INTRODUCING

Mezcal Artesanal

PERRO DE SAN JUAN®

CIRIAL

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

166% VS. TEQUILA

MEZCAL OVER-INDEXES IN ON-PREMISE**

DISCOVER PERRO DE SAN JUAN CIRIAL

“ AGAVE’S EXPERIENCE, HISTORY, AND RICHNESS. THE PRODUCT OF OUR CIRIAL MEZCAL DISTILLATION. YOU WILL EXPERIENCE A FEAST OF GREEN AND CITRUS FRUITS, AS WELL AS MOIST EARTHY AND SALTY FLAVORS.

— ARTURO MARTINEZ, MAESTRO MEZCALERO



JUAN DE SAN JUAN

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

TASTING NOTES

AROMA: Green pepper, vegetal, grassy, aloe, cactus, smokey agave, peppercorns, mineral, wet stone, earth, saline, lightly roasted, char, smoke, clean and bright

PALATE: Melon, apple, fig, raisin, herbal, hint of spearmint, lemongrass, fresh peas, fresh veggies, peppery citrus, smoked agave, leather, earthy, wet wood, forest floor, fresh cut wood, hint of smoke, extremely smooth

FINISH: Cooked pear, sweet pina, green apple, freshly cut grass, tobacco leaves, fresh cut wood, earthy, briny, smokey, smooth, clean, and pleasant



REGION

San Dionisio Ocoatepec, Oaxaca



MAGUEY TYPE

Agave karwinskii – cuishe/cirial



MATURATION OF MAGUEY

12 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

42.5% - 85 Proof



SUGGESTED RETAIL PRICE

\$99.99



WE RECOMMEND ENJOYING NEAT

CASE	UPC	SCC	BOTTLE DIMENSIONS	BOTTLE WEIGHT	CASE DIMENSIONS	CASE WEIGHT	TI/HI	NABCA
6 X 750ML	850003710020	10850003710027	2.76"L X 2.76"W X 12.24" H	2.65 LBS	9.45"L X 6.3"W X 14.41"H	16 LBS	30/4	498-90006-75"

