

INTRODUCING

Mezcal Artesanal

PERRO DE SAN JUAN®

GRANA COCHINILLA

PERRO DE SAN JUAN

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 GRANA COCHINILLA

“ ANCIENT HISTORY IS PAINTED ON THIS MEZCAL MADE WITH GRANA CONCHILLA. SWEET, VELVETY, SMOOTH, AND ELEGANT. CONCHILLA GIVES THIS MEZCAL ITS VIBRANT COLOR. INDESCRIBABLE! ”

— MAESTRO MEZCALEROS, JULIAN MARTINEZ



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

TASTING NOTES

AROMA: Vanilla, pear, citrus, rose petal, mint, anise, vegetal, cinnamon, smoke

PALATE: Ripe banana, citrus, juniper, smoked agave, vegetal, anise, cut grass, peppercorn, brine, earthy, smoke, wood, smooth, elegant

FINISH: Grassy, touch of mint, chicken bouillon, meaty, pleasant smoke, smooth, soft, elegant



REGION

San Dionisio Ocotepec, Oaxaca



MAGUEY TYPE

Agave angustifolia – espadín



MATURATION OF MAGUEY

7-8 Years



CATEGORY

Abocado con (Infused)



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

42.3% - 84.6 Proof



SUGGESTED RETAIL PRICE

\$79.99



JUAN MEZCAL PERRO DE SAN JUAN

UNIQUE PRODUCTION METHOD

Following extraction and cleaning of Grana cochineal from nopal a grinding process is applied on a mat and stone roller. The residual powder is sterilized and boiled with water and the mixture and ink are allowed to settle and cool. The ink is filtered to remove solid residues and added before packaging by formula.

SIGNATURE COCKTAIL

NAKED AND FAMOUS

(JJ Weiner @ Vibrato Grill Jazz)

0.75 oz. Perro de San Juan Grana Cochinilla Mezcal

0.75 oz. Orange Red Aeration

0.75 oz. Yellow Chartreuse

0.75 oz. Lime Juice

DIRECTIONS:

Combine all ingredients in a 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	850003710037	10850003710034	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	498-90005-75"

