

INTRODUCING

Mezcal Artesanal

PERRO DE SAN JUAN®

NEGRO

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 NEGRO

“TASTE THE UNIQUE FLAVORS AND AROMAS OF THE ESPADÍN AGAVE. AROMATIC FLAVORS OF THE REGION GIVE PERSONALITY TO THIS MEZCAL, WITH A LOW LEVEL OF SMOKY FLAVOR AND A DOMINANTLY SWEET AFTERTASTE OF AGAVE.”

— MAESTRO MEZCALEROS, CARLOS LEÓN



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

TASTING NOTES

AROMA: Herbal notes bring forth the green color of the espadin agave and highlight the sugar content of the maguey

PALATE: Well balanced with both herbacious notes and sweet agave

FINISH: Green fruits and humid ground flavors with a sweet mouthfeel



REGION

San Dionisio Ocotepc, Oaxaca



MAGUEY TYPE

Agave angustifolia – espadin



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

40% - 80 Proof



SUGGESTED RETAIL PRICE

\$49.99



SIGNATURE COCKTAILS

RASPBERRY MEZCAL SMASH

1 oz. Perro de San Juan Negro
1 oz. Coconut Water
1 oz. Pineapple Juice
2 tsp. Natural Syrup
2 tsp. Lemon Juice
4 Raspberries

DIRECTIONS:

Combine all ingredients in shaker and double strain, pour over ice in a rocks glass, garnish with raspberries

MEZCAL SPICY MARGARITA

(Eloy at Fish bar, Manhattan Beach)

0.5 oz. Perro de San Juan Negro
1 Jalapeño
1 oz. Lime Juice
0.5 oz. Agave or Simple Syrup
0.5 oz. Magdala Orange Liqueur

DIRECTIONS:

Muddle 3 slices of jalapeno, add lime juice, agave or simple syrup, Magdala Orange Liqueur and mezcal. Shake and pour over ice into old fashioned glass. Garnish with lime, salt and Tajin

CASE	UPC	SCC	BOTTLE DIMENSIONS	BOTTLE WEIGHT	CASE DIMENSIONS	CASE WEIGHT	TI/HI	NABCA
6 X 750ML	850003710006	10850000371003	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	498-90007-75"

