



THE EXCEPTIONAL IS POSSIBLE

A close-up photograph of several large, pointed agave leaves. The leaves are a pale, silvery-green color and have a prominent network of veins. The edges of the leaves are serrated with small, dark, sharp spines. The lighting is soft, highlighting the texture of the leaves.

MEZCAL

Traditional Mexican spirit drink, made from the distillation of the heart of the maguey. Legend has it that a lightning bolt, when hitting an agave, was the one who made the first tatema, which is why it is known as “drink dropped from the sky”.

MÉXICO TASTE MEZCAL

Although recently the rise of this unique drink has occurred worldwide, in Mexico it has been produced and consumed for more than 500 years. It is a deep-rooted drink that has survived its ban. Its elaboration has been inherited in the families of mezcal teachers and is linked not only to celebrations, but also to religious remedies and traditions, since cornfields, buildings and crosses are blessed with mezcal.



CARREÑO PRIDE

Our mezcal is 100% **artisanal**. Its elaboration implies dedication and effort since it is a drink that respects its times. Our family has inherited the taste for making it using the traditional method to ensure excellent quality. We are proud representatives of an ancient drink.





OUR HISTORY

- The Hacienda Carreño started in 1904 the making Mezcal that has become nowadays in a tradition. Today, four generations later, it continues to produce this Elixir of Gods while maintaining love for the organic cultivation of agave and its artisanal process.
- This results in the achievement of an exceptional spirit drink.

OUR VISION IS SIMPLE

- To maintain our family legacy by delivering authentic products that could represent the essence of the Oaxacan territory, our social compromise is to help vulnerable groups in Oaxaca through education and work.
- Culture, tradition and heritage since 1904.





OUR PHILOSOPHY

Promote the values of the Mezcal Culture in the world. Its origin, its process, its relevance on the Mexican culture and the place this distillate deserves among other spirits on the world.

OUR PRINCIPLES

- Premium Quality
- Respect for the Environment
- Responsible Consumption

OUR STRENGTHS

- **People:** We work hand by hand with indigenous families of mezcal tradition and we have a social responsibility with the community.
- **Products:** Wild and domesticated agaves specially and carefully selected, which give us exportation quality.
- **Knowledge:** Accumulated experience that has been passed through generations and we keep on learning different processes.
- **Certifications:** We have all the regulations needed for exports.



OUR PROCESS



MEZCAL HEALTH BENEFITS

- Promotes the proper functioning of the intestinal flora and the absorption of lipids.
- Optimizes cardiac function and helps eradicate arthropathy.
- It helps in the absorption of vital calcium for the maintenance of bone health.
- Protects the adrenal and the colon.
- Dissolves fats and therefore lowers the cholesterol level.
- Contains polysaccharides that allows a diabetic person to do not alter glucose levels.
- Mixed with agave syrup and fresh lemon juice helps fight against the flu.
- An ounce of mezcal before sleep can help to fall asleep and have a better rest.
- Improves circulatory functions.
- Stimulates brain activity and reduces depression symptoms.

*Source: Mexico National University Research
2018*





USING MATERIALS THAT REDUCE OUR ENVIRONMENTAL IMPACT

- Our priority is to buy local supply.
- Support local supply chain by exchanging agave with more than 100 farms of cultivated agave.
- Training and education programs for the community.
- Using the remains of agave by giving them some other use such as bricks for the construction.

BUILDING PROSPEROUS COMMUNITIES

- We have the responsibility to share the values we believe in.
- We invest in people. We are an inclusive company that works with indigenous women under a scheme of fair work and respect for ethnic groups.



MEZCAL CARREÑO IN THE MEDIA



HOME / MEZCAL 101 / BRANDS / MEZCAL CARREÑO: FROM MEZCAL TO RUM TO WINE AND BACK TO MEZCAL

Mezcal Carreño: From Mezcal to Rum to Wine and Back to Mezcal

November 17, 2020 | ferron salniker

MEZ
CA
LIS
TAS

When Lorena Carreño was growing up on her family's San Dionisio Ocotlán hacienda she remembers some agaves on the property, but mostly she remembers sugar cane fields. While her grandfather and elder generations grew agaves and made mezcal, Carreño is one of ten siblings and to send each of the kids to college her dad transformed the hacienda's property to produce what was most profitable at the time: sugar cane. In the 1950s through 70s the family made molasses for Ron Castillo, a Bacardi-owned rum brand. Her uncles and cousins also grew sugar cane and would bring their harvests to the hacienda.

"There was no business for mezcal or agave in the 50s, nobody valued it," she said. Mezcal continued to be produced by her grandfather and father, but mostly for home and community consumption.



Forbes

Mezcal Carreño Ensamble 7

Con una botella inspirada en un vaso prehispánico del pueblo de Mitla, defiende su identidad zapoteca. Surge de una **selección de siete agaves**, lo cual da como resultado sabores y aromas a frutas como papaya, toronja, algunos tostados y tierra seca.



Foto: Mezcal Carreño.

SOCIAL RESPONSIBILITY PROGRAM

Mezcal Carreño supports and promotes the rescue and preservation of Mezcal tradition through sustainable agriculture for the conservation of natural resources, which ensure the satisfaction of human needs in a continuous manner for present and future generations.

This sustainable development conserves soil, water, animal and plant genetic resources; without degrading the environment and promoting agave reforestation.

GÓK-NENAA

Through the collective **Gók-nenaa**, which means “**Help me**” in Zapotec (*indigenous Oaxacan culture*), we are creating programs that are applied together with mezcaleros groups. These groups include several indigenous women in order to prevent migration. We encourage employment and we work under the motto of fair employment and respect for ethnic groups.

PREMIUM LABELS Artisanal Mezcal made with Wild Agaves



EST. 1904

CARREÑO





ENSAMBLE 7 JOVEN, OUR EMBLEM LABEL

Organoleptic analysis

Assemble 7: Blend of **seven wild agaves**: Tobala (Potatorum); Tobasiche, Cuishe, (Karwinskii); Lumbre (American); Coyote (Oaxacensis), Tepeztate (Marmorata) and Espadín (Angustifolia) that the result is a unique mezcal wine.

Inspired by the character of his 7 granddaughters, Apolonio Carreño selected carefully 7 varieties of agave to represents each of they, finding unique, balanced and unmatched flavors.

View: Crystal, clear.

Nose: Delicate, rich in nuances, nuts, almond,s, cinnamon, pistachios, toasted.

Mouth: Complex, powerful, structured, herbal, fruit, honey and fresh notes.

The Best Mezcal according to Forbes magazine <https://www.forbes.com.mx/forbes-life/bebidas-alcoholicas-top-cinco-mejores-mezcales-mexico/>

Awards

- ***Silver Medal Spirits Selection by Concours Mondial de Bruxelles 2022***
- ***Doble Gold Medal San Francisco World Spirits Competition 2020***
- ***Doble Gold Medal Best of Class San Francisco World Spirits Competition 2020***
- 3rd Place in the Vive Mezcal Contest 2019
- Gold Medal VI National Competition for brands and mexican distillates Mezcal and Maguey Academy A.C. 2017



TOBALÁ JOVEN

Tobalá (Agave Potatorum).

Artisanal Joven Mezcal – 46% Alc. By Vol.

Years of Agave Maduration: 10 – 12 years

The most respected and honored wild variety in Oaxaca. If you go to an important celebration it is better that you arrive with a Tobalá, it is a very delicate drink, perhaps that is why it is the favorite of women.

We want you to be part of our tradition and to discover in each sip of Mezcal Carreño, made with 12-year-old Tobalá, the flavor of the land of Oaxaca, the work of indigenous hands and the dedication of the mezcal maestro.

Organoleptic Analysis

View: Crystalline.

Nose: Delicate, rich in nuances, apple, peach, floral.

Mouth: Complex, powerful, structured, soft notes of almonds, fresh fruit, with an exquisite floral touch that surrounds your mouth in a velvety way.

Awards

- Double Gold Medal in San Francisco World Spirits Competition (SFWSC) 2020
- Silver Medal in the VII National Competition for Brands and Spirits in Mexico organized by the Academy of Mezcal and Maguey A.C. México 2017



TEPEZTATE JOVEN

Tepeztate (Agave Marmorata)

Artisanal Joven Mezcal – 46% Alc. By Vol.

Years of Agave Maduration: 20 – 25 years

One of the elderly wild varieties of agave. It grows in rocky areas and steep cliffs.

We want you to be part of our tradition and discover in each sip of Mezcal Carreño, made with 25-year-old Tepeztate, the flavor of the land of Oaxaca, the work of indigenous hands and the dedication of the mezcalero master.

Organoleptic Analysis

View: Crystalline, silver reflections.

Nose: Sensory, olfactory persistence, rich in nuances, minerals.

Mouth: Structured, mineral notes from the rocky area where it grows. Balanced but powerful, to offer harmony in flavors of cooked agave, with hints of herbs, chives and jalapeño.

Awards

- Gold Medal in San Francisco World Spirits Competition (SFWSC) 2020
- Double Gold Medal in the VII National Competition for Brands and Spirits in Mexico organized by the Academy of Mezcal and Maguey A.C. México 2018



ESPADÍN JOVEN

Espadín (Agave Angustifolia)

Artisanal Joven Mezcal – 46% Alc. By Vol.

Years of Agave Maturation: 6 – 8 years

Espadín is the agave that takes the least time to mature, it is the first impression and introduction of the maestro mezcalero. Made with organic agaves that were grown at Hacienda Carreño between 6 and 8 years of maturation, free of pesticides and chemical herbicides.

In every bottle there is a great story waiting to be told.

Organoleptic Analysis

View: Crystalline.

Nose: Citrus, herbal and light toasted nuances.

Mouth: Citrus notes of lemon, mandarin, grapefruit and guava, light toasted, green fruit, wet grass. A mezcal with strength and delicate acidity, with a harmonious and balanced body.

Awards

- Silver Medal in San Francisco World Spirits Competition (SFWSC) 2020
- Double Gold Medal in the VII National Competition for Brands and Spirits in Mexico organized by the Academy of Mezcal and Maguey A.C. México 2017



TOBASICHE JOVEN

Tobasiche (*Agave karwinskii*)

Artisanal Joven Mezcal – 46% Alc. By Vol.

Years of Agave Maturation: 12 – 15 years

This wild variety limits its distribution to the arid areas of the Central Valleys of Oaxaca, its maturation takes up to 15 years. For that reason, we want you to be part of our tradition and to discover in each sip of Mezcal Carreño, made with Tobasiche, the flavor of the land of Oaxaca, the work of indigenous hands and the dedication of the maestro mezcalero.

In every bottle there is a great story.

Organoleptic Analysis

View: Crystalline.

Nose: Rich in nuances of papaya, wood and roots.

Mouth: Unique flavor, toned and full of energy. You will find the bouquet of cedar, roots, stalk, notes of papaya and hints of light smoke.

Awards

- ***Gold Medal Spirits Selection by Concours Mondial de Bruxelles 2022***
- Silver Medal in San Francisco World Spirits Competition (SFWSC) 2020
- Silver Medal in the VII National Competition for Brands and Spirits in Mexico organized by the Academy of Mezcal and Maguey A.C. México 2018.



CUISHE JOVEN

Cuishe (Agave karwinskii)

Artisanal Joven Mezcal – 46% Alc. By Vol.

Years of Agave Maduration: 12 – 15 years

Wild variety that grows in the arid zones of the Central Valleys of Oaxaca, its point of maturity is reached between 12 to 15 years. Its flavor is obtained from the terroir in which the plant grows and for that reason we want you to be part of our tradition and to discover in each sip of Mezcal Carreño, made with Cuishe, the flavor of the land of Oaxaca, the work of indigenous hands and the dedication of the maestro mezcalero.

In every bottle there is a great story.

Organoleptic Analysis

View: Crystalline.

Nose: Nuances of green stalk and earth, ash, hint of rosemary.

Mouth: Unique earthy flavor, green stalk and ash. Vibrant, full of energy. You will find the bouquet with a persistent aftertaste.

Awards

Wild Mezcal 2021, Agavít National Competition

www.mezcalcarreno.com



BOCANADA BLEND ESPADÍN -CUI SHE

Espadín (*Agave Angustifolia*) & **Cuishe** (*Agave Karwinskii*)

Mezcal Artesanal Joven 46% Alc. Vol.

Bottle 750mL

Artisanal mezcal blend based on organic agaves free of chemical pesticides and herbicides of the Espadín and Cuishe varieties at 50% each. The Espadín reaches its maturation between 6 and 8 years while the Cuishe between 12 and 14 years.

Bocanada is a blend of two agaves at 50% each, we say that life begins with a puff because a puff is the spirit of life.

Organoleptic Analysis

View: Crystalline.

Nose: Grapefruit, orange, guava, lemongrass, cooked maguey, ash, notes of mint and small touches of anise.

Mouth: Slightly sweet, the citrus and cooked maguey flavors are confirmed. Even though it has a high alcohol percentage, it is smooth on the palate, very balanced, round.

Awards

Grand Gold Medal in the XI National Contest of Mezcal and Mexican Distilled Brands of the Academia del Mezcal y del Maguey A.C. Mexico 2022

www.mezcalbocanada.com

BOCANADA



NARAN MIXOLOGY LABEL

Espadín (*Agave Angustifolia*)

Mezcal Artesanal Joven 40% Alc. Vol.

Bottle 750mL

Artisanal mezcal made from organic Espadín agave. A maguey that reaches maturity between 6 and 8 years.

NARAN means Lunar Eclipse and is ideal for mixing and reinventing cocktails.

Espadín NARAN mezcal is one of the most used distillates to discover new flavors and offer a range of mezcal-based appetizers that go far beyond the limits customary in mixology.

Organoleptic Analysis

View: Crystalline.

Nose: Citrus nuances, orange, grapefruit, tangerine, guava.

Mouth: Soft, manageable, ductile, flexible, totally balanced, perfect.

Awards

Its has not participated in any competition.

www.mezcalnaran.com

Expresion de la Tierra





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THE EXCEPTIONAL IS POSSIBLE



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