



MEZCAL ARTESANAL

GUÍA DEL
ALMA®

OAXACA, MÉXICO

WHO ARE WE?

Mezcal Guía del Alma® born from the desire to bring a premium distillate with a sophisticated and unique flavor to the whole world from a region with a few acknowledgment in the production of good mezcal and, consequently, to be job generators providing work and support to the community of this region.

We were fortunate to meet someone who, without losing his essence, wanted to do different things while preserving the tradition of his ancestors and supporting his community, we met Toño Coronel, a fifth-generation mezcalero located in the upper mixtec region of Oaxaca.

In an instant we made a great connection with him, his vision, family and values, together with our ideas, we identified an opportunity for change that became the creation of a high-quality contemporary Oaxacan mezcal that would provide a different experience to the consumer achieving in its profile unique, complex and expressive flavors that today pleasantly surprise palates in Mexico and other countries.

DRINK RESPONSIBLY

MEZCAL ARTESANAL GUÍA DEL ALMA

WHAT IS THE MEANING OF GUÍA DEL ALMA?


In Aztec mythology, the Mexican dog Xoloitzcuintle or “Xolo” as it is commonly known, **guided people** through life and death. The man had to take care of this canine alive, since the day he died he would be in charge of **guiding his soul** to transcend. For this reason, they were slaughtered and buried with their owners to accompany them on their last journey.

In our name we proudly carry one of the most beautiful and touching stories of Mexican mythology in order to make it known throughout the world.



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OUR MEZCAL (ORIGIN)

Mezcal Guia del Alma® is made from agave Espadin “Quiotado” also known as “Capon”. It is known as “quiote” to the stem that grows from the central part of the maguey which is cut when it reaches two feet in height to avoid its flowering and this happens specifically when the plant reaches the ideal point of maturity, which is eight to twelve years. This results in a high richness in sugars that at the moment of cooking, decreases the traditional and common smoky flavor of a traditional Oaxacan mezcal that, although it has presence, is not a marked taste and only adds depth to the aromatic profile.

All our agaves are grown free of fertilizers and sometimes many are considered “semi wild” since they come as son of a single plant and don’t move from where they are born. Our output is of 10,000 liters each 30-45 days approx.

Mezcal Guia del Alma® is an artisanal distillate that respects the sacred ritual of the elaboration of this spirit beverage, looking forward to also including in our production sustainable and responsible practices for the good of the environment and for the benefit of the Oaxacan Mixtec community.

A man wearing a dark sombrero and a striped shirt is holding a large agave plant. He is standing outdoors in a rural setting with hills in the background.

OUR MEZCAL (PROCESS)

- **IT'S COOKING**

Our agave pina is baked in a cone-shaped oven which is dug into the ground using oak woods and stones to absorb the heat.

- **GRINDING**

Artisanal process using the tahona millstone, mechanical mill and wood mallet handmade.

- **FERMENTATION AND DESTILLATION**

The fermentation is worked in wooden tub which is dug into the ground (without chemicals), the distillation is double and in copper condensed.

- **RECYCLING**

The bottles we use are made of 100% recycled glass and can be reusable for water, juice, among other liquids.



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SENSORY ANALYSIS

Category: Mezcal – Joven

Production region: Upper mixtec, Asuncion Nochixtlan county, Oaxaca.

Production height: 2,600 meters above sea level

Mezcalero: Antonio Coronel

% Alc. Vol: 44% Alc. Vol.

Appearance: Clear, transparent and colorless.

Nose notes: Moderate intensity, citrus notes of grapefruit mixed with notes of leather (lactic). Notes of lemon, tangerine, Serrano ham and Chinese pomegranate are perceived.

Smoked: The “traditional mezcal” smoky taste is present, but it is not a strong flavor, it just adds depth to the aromatic profile.

Palate notes: On the palate it is dry, it is tasted at a pleasant medium intensity from the first sip. Smooth and silky texture with initial floral and citrus notes giving way to flavors of walnut, honey and scented fig, light leather with a butter flavor.

Aftertaste: Acidulated to green apple.

Complexity: Long permanence and complex nature.



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AWARDS

In 2022 we received awards from competitions and blind tastings in Mexico and the United Kingdom.

- **SILVER MEDAL IWSC 2022**

We were recognized with a silver medal in the distillates contest of The International Wine and Spirits Competition 2022 edition in the category of agave spirits competing with various types of wild agaves, mezcal blends and tequilas.

- **SILVER MEDAL REVISTA CAVA**

We were also recognized with a silver medal in the TOP 99 best mezcal contest with blind tasting of CAVA magazine competing with various types of wild agaves and mezcal blends.

COMMITMENT WITH OUR COMMUNITY

The upper mixtec chose us to begin this great journey and our commitment is to share this experience with the community to which Mezcal Guía del Alma® belongs.

We recently signed a support program with the Nochixtlan Polytechnic University located in the county where our palenque is situated. Their students do part of their scholarship service with us where they do packaging, labeling and others administrative activities.

In addition to fulfilling their hours of service, each semester we financially support students with the best grades with scholarships to continue their studies.

We believe in the Oaxacan talent, we are committed to providing opportunities for their professional growth for the benefit of our people and the community.



DRINK RESPONSIBLY

MEZCAL ARTESANAL GUÍA DEL ALMA

A hand is pouring a clear liquid from a bottle of Mezcal Guía del Alma into a small, clear glass. The bottle has a yellow label with a donkey's head and the text 'MEZCAL ARTESANAL GUÍA DEL ALMA OAXACA MEXICO 44% Alc/Vol 100% Agave Espin Joven Denominación de Origen Protegida'. The scene is set on a dark wooden table with a glass lid, a small bowl of spices, and a lemon wedge nearby.

HOW TO DRINK IT

Mezcal Guía del Alma® is perfect to drinking it alone or in cocktails, we are an expressive and complex mezcal that, thanks to its good balance and moderate intensity, facilitates its interpretation. A "contemporary" mezcal that will surprise you from the first sip.

We find the ideal balance both for those who enjoy drinking a "mezcal derecho", or for those who enjoy mixtures and mixology.

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PRICING:

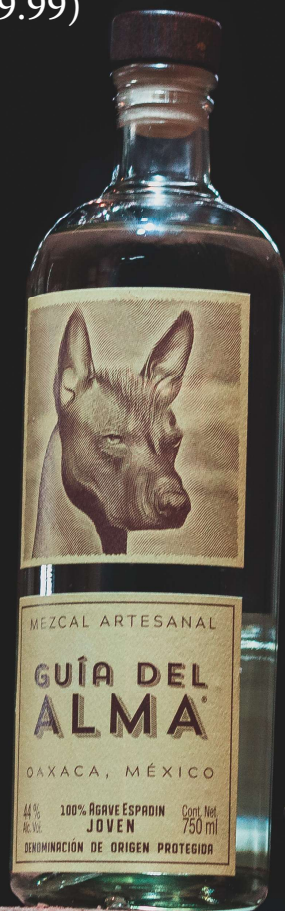
Guia del Alma @ 233/6x750ml (SRP \$79.99)

MARKETING SUPPORT:

Guia del Alma Database Recipes

Brand Ambassadors

Bar Accesories



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THANK YOU!

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