

MADRE MEZCAL

Real deal, Artisanal Mezcal

Year Founded: 1948

Region: Oaxaca

Owner: Tony Farfalla

Mezcaleros: Jose Ines Garcia Morales and the whole Morales Family

Cool Fact: Reuse your Madre bottle to create something beautiful, post an image and tag @madremezcal. If your image is selected for a 'Madre Still Life' they will send you a bottle of Mezcal!

-Sustainable-

The rich history of mezcal produced in the Oaxaca region of Mexico is an often overlooked element for new fans of this smoky spirit. Some of the best mezcal in the world can be found among the rolling hills outside Oaxaca city in the small Zapotec town of San Dionisio, where archaeological evidence of an indigenous pre-Columbian civilization goes back at least 2,500



years. The town is surrounded by a variety of wild agaves, cared for by the Garcia Morales family for generations. Their small palenque, or mezcal distillery, is just outside San Dionisio, where well water and clean air are among the active ingredients in the process. Each step of making this mezcal is personal and hands on. Jose's father and brothers lift and cut the agaves, his mother blesses the agave hearts before cooking them in the earth, his wife plants new agaves on the land and an extended group of uncles and cousins oversee the hours of distillation.

For Tony Farfalla, the surrealist visions of Oaxaca have always played a role in the creation of Madre Mezcal. His early, untamed trips getting lost in the southern Mexican state, always involved the destined search for great agave spirits. And after years of working with a family of generational mezcaleros, the possibility of sharing his dusty desert dream with the world, became a reality. For years, Farfalla smuggled back mezcal in plastic coke bottles, sharing the extraordinary spirit with friends north of the border. Soon, he was overtaken with requests and orders for more mezcal, and began finding new, more adventurous ways to send the precious elixir back home. He would write the word Madre (mother) with black marker on each bottle, before giving it away. A word that honored the place where mezcal comes from, and those who truly support the process of making it. A respect for the plant, the earth, and the process of making mezcal, is at the heart of the fiery spirit. One of the oldest distilled drinks in the world, the ancient craft of mezcal production is steeped in honor for agaves and the time they take to grow.

CHARITABLE PURCHASE

All proceeds from the sale of these items will support non-profit organizations engaged in basic human support of migrants whose lives are put at risk due to poor policy and severe border laws.

CERTIFIED LEGIT

COMERCAM is the official counsel on Mezcal production in Mexico. With the surge in popularity, the government decided to enact certain processes and approvals to make sure Mezcal producers were making real Mezcal (not using other alcohols, like cane, and labeling it 'mezcal') COMERCAM also created a list of required production items to call a mezcal 'Artisanal'. Madre qualifies in this category, as all production is performed without machinery. This certification is visible on all bottles. This is COMERCAM'S stamp of approval.

THE PROCESS

The process of mezcal making is labor-intensive, but simple. The only ingredients are: agave, water and air. Unlike most tequilas, there are no refined sugars added, all the sugar needed from fermentation comes from the cooked agave. Madre blends two native agaves, Espadin and Cuishe, to create an exceptional flavor. Agave Espadin is the most cultivated agave in mezcal production. It takes about 7 years to reach maturity. Agave Cuishe is a wild or semi-cultivated plant. It takes about 15 years to reach maturity and offers a very distinct flavor that is sweeter and much less smoky.

The agaves are harvested, and its leaves are trimmed. Only the heart of the agave is used for processing. The agave hearts are piled onto hot stones and covered with dirt. They cook and smoke for 5 days. Using an aged stone grinding wheel, pulled by a burro, the roasted agaves are crushed. Crushed agaves are placed in open air wood containers where natural yeast from the air begins fermentation. Fermented juice is placed in a copper still where a wooden fire heats liquid (twice distilled) into alcohol.



Madre Mezcal Ensemble

Madre Ensemble is crafted to redefine the perception that all mezcal is overly smoky by balancing the flavors of Espadin and Cuishe agaves. It's the perfect first taste for a new mezcal drinker, or a great everyday sipper for the mezcal aficionado. 45% abv



Madre Mezcal Ancestral Ensemble

Madre Ancestral is produced in the region of Minas, Oaxaca where mezcaleros remain committed to the traditions of their ancestors. Roasted in earthen pits, hand-crushed with traditional wooden mallets and fermented with airborne yeast, this mezcal is at one with nature. Produced in 25 liter clay pots, the meticulous ancestral process imparts deep layers of earthiness and minerality from the clay into the sweet botanicals and subtle smoke of the Espadin and Tobasiche blend. Crafted for those looking to elevate their mezcal journey.



Madre Mezcal Espadin

A single varietal exploration that allows the full spectrum flavor of Espadin agave to shine through. 40% abv.