



# DON MATEO

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## DE LA SIERRA

**‘With several other Mezcals from Siembra now appearing, the world of Mezcals has never been so exciting.’ - The Philadelphia Inquirer**

**Year Founded:** 1840

**Region:** Michoacán, Mexico

**Owner/Winemaker:**  
The Vieyra family

**Known for:** For 6 generations, this family is known for making Mezcal in Michoacán.

**Fun Fact:** Don Mateo is one of the few producers whose brands are certified ‘bat friendly’

**-Sustainable-**

The Vieyra family began their journey as maestro mezcaleros in 1840. The brand is not named after the first maestro, but the 3rd generation, Emilio's great great grandfather Mateo Rangel. Don Mateo fought and died for social causes. In remembrance of him, the Vieyra family continues to fight for these causes and change the industry the only way they can, through their actions. The Vieyra family uses sustainable field practices, like using cows and chickens instead of herbicides and pesticides and leaving the land as untouched as possible. Trees from their property were never cut or moved and the agaves are

spaciously planted to avoid soil erosion in efforts to maintain a natural balance to the fields. The terroir of Michoacán is characterized by its rivers; the Trans-Mexican Volcanic Belt with many active, dormant and extinct volcanoes; and the variety of forests from conifer to tropical. The Vieyra Vinata is cut into the side of a hill in the steep highlands above Morelia in the Rio Balsas region surrounded by temperate evergreen forest.



### Alto

Made with agave Inaequidens or “maguey alto”. This species grows between 6000 and 8000 ft elevations. This is a stunning agave with a broad rosette of green leaves and a diameter of up to 10 ft. It prefers temperate climates and does well with cold and frost. Traditionally, this species of agave has many uses. This small-batch mezcal is pit roasted then chopped by hand and shredded. Using wooden fermentation and ambient yeast this mezcal truly captures the terroir of Pino Bonito. Distillation is done in the traditional, Filipino style. Pine and Oyamel stills with spring water for adjustments. Aroma of light forest freshness and wet earth, flavor notes of citrus and wild herbs.





## Manso Sahuayo

Don Mateo de la Sierra introduces Manso de Sahuayo—formerly known as Cenizo. This agave variety is native to the municipality of Sahuayo, Michoacán, where Emilio Vieyra collaborates with local farmers to source the region's finest agaves.

Agave age: 6-8 years (wild and cultivated)

Cooking: volcanic stone pit oven.

Crushing: manual with hatchet and mechanical with mill

Fermentation: in oak wood vats (embedded in clay soil)

Distillation: in Filipino-style still with internal condensation (copper pot base, pine and oyamel wood body, and steel lid)



## Cupreata Silvestre

Don Mateo Cupreata is made with semi-wild agave Cupreata by maestro mezcalero Emilio Vieyrza Rangel. The terroir of Michoacan is characterized by its rivers; the Trans-Mexican volcanic belt with many active, dormant and extinct volcanoes; and the variety of forests from conifer to tropical. The Vieyra Vinata is cut into the side of a hill in the steep highlands above Morelia in the Rio Balsas region surrounded by temperate evergreen forest. The high-altitude climate is characterized by sandy-soil and moderate rainfall. The forest floor is soft with pine needles, moss and a red sandy clay; all of which are influences in the flavor profile of Don Mateo Cupreata. The agave used in this mezcal begin life in the Vieyra agave nursery. Once they grow to a healthy size, they are replanted on the mountain slopes surrounding the Palenque and are left to grow undisturbed until reaching maturity. Once mature, the agave Cupreata are roasted in a pit oven, fermented using naturally occurring yeasts in Oak Wood tanks, and double distilled in a Filipino style still. Intense herbal, mineral and earthy tone, slightly smoky and woody

Conservationist Rodrigo Medellín's efforts to save the lesser long-nosed bat is tied to Mexico's blue agave plant



**About that bat thing:** Aside from consuming loads of crop-destroying insects, bats are plant pollinators, and Medellín's (see left) lesser long-nosed bat pollinates the cactus-like blue agave plant, the single plant species from which Mexican tequila is produced. Medellín was instrumental in persuading farmers to allow agave plants to flower. Previously, many farmers, seeking to boost the agave's sugar content, cut off the flowers before they could be pollinated, instead using mono-cropped agave. But after crops were decimated by disease caused by a mixture of fungus and bacteria, some farmers, on Medellín's advice, began setting aside 5 percent of their land for flowering agave. In 2014, Medellín hooked up with the nonprofit Tequila Interchange Project, an alliance of producers, scientists, and bartenders that advocates the preservation of traditional agave farming, more naturally pollinated wild agave, and other sustainable, environmentally friendly practices.