

MADRE MEZCAL

The #1 Mezcal Brand by Dollar Velocity

Madre is the fastest selling Mezcal brand in the USA



The #1 And #2 Fastest Selling Mezcal Sku's in the USA

Madre makes retailers more dollars per day than any other Mezcal brand

Year Founded: 1948

Region: Oaxaca

Owner: Tony Farfalla

Mezcaleros: Jose Ines Garcia Morales and the whole Morales Family

Cool Fact: 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.

-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.

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.

Tequila Blanco

New Release!

We have partnered with the Padilla family in San Julián de Jalisco which sits in the highlands (Los Altos) of the state. Master Distiller Don Carlos Padilla and his family run this beautiful distillery and have the highest level of quality, care and attention to all of their work.

The product is made with single field, mature, family-owned agave grown at an elevation of 7,000 feet and they use only water from a 300 meter deep well which sits right below the distillery. An additive-free tequila blanco, made in the spirit of mezcal to emphasize the agave's natural flavors. Bottled at a still-strength 48% abv. Aromas of raw agave with a hint of citrus evolve on the palate into notes of caramelized agave and minerality.

'The Best New Blanco Tequilas You Need to Try' – Taste Tequila 2025



Mezcal Ensamble

Madre Ensamble 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



Mezcal Ancestral Ensamble

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.



Mezcal Espadin

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

