

EL MERO MERO

The Mezcalero's Mezcal.

The Mezcal That the Master Mezcaleros Drink

Year Founded: 2011

Region: San Dionisio, Ocotepec, Oaxaca, Mexico

Maestra Mezcalera: Hidelberta Martínez Hipólito

Known for: Produced with ancient 100% handmade techniques.



El Mero Mero is conceived, distilled and bottled in San Dionisio, Ocotepec, Oaxaca. Their Maestra Mezcalera, Hidelberta Martínez Hipólito, ensures the production process fully respects the demanding traditions of artisanal mezcal production. El Mero Mero label and knife image in Palmer caligraphy are an inspiration of Carlos Zepa, one of the most important Latin American

contemporary artists. This increasingly known image was originally born as a graphical work produced at the TAGA (Workshop of Graphical Arts), a place where the most important contemporary visual creators have worked. It is placed inside the facilities of "La Curtiduría" (The Tannery), at the Jalatlaco's traditional neighborhood in Oaxaca City.

Few mezcals originate from this region. With very little rainfall, the agave grows low to the ground in order to absorb as much water as possible. Just like grapes, this stresses the plants out, creating more sugar, and in turn more flavor. The limestone rich soil has lots of minerals and helps the agave retain water in the arid climate.



Mezcal Espadin

"Clean and brilliant pearls. On the nose, cooked maguey smoked with herbal notes. Dampness and clay. On the palate, congruent with its aromas with a very long finish. Pairs well with moles, adobos, spicy seafood, or habanero." -Eduardo Lopeztecillos, Sommelier

100% Espadin, matured at 7 years. Due to the stress of low rainfall, the espadin in this region matures earlier.



Mezcal Tobala

Agave: 100% wild Tobalá, matured at 12 years in the mountains. Not as citrus or fruit forward as most Tobalás can be. Grapefruit pith, buttermilk, sarsaparilla, creamy texture.



Mezcal Tepeztate

100% wild Tepeztate, matured at 18-25 years on sunny slopes. Vegetal, white pepper, buttered popcorn, umami, seaweed.