



MR. MEZCAL

Mr. Mezcal was founded in 2016 by Victor Manuel Gutierrez Contreras with the mission of bringing Mexico's finest product into the hands of millions around the world. 7 years of preparation has taken place prior to going to market. We have re-imagined our liquor's bottle, earned unprecedented IP rights in Mexico's courts, built family bonds with our production vertical, and established ourselves as experts presenting alongside Mexico's official Consejo Regulador del Mezcal.

As a 100% Mexican-owned and operated enterprise, we take immense pride in offering what we firmly believe to be the finest mezcal available: Mr. Mezcal. This exquisite spirit is the culmination of the dedicated efforts of five family lineages, each bringing their unique heritage and expertise to the craft. Our Mezcaleros, deeply rooted in the rich traditions of Southern Mexico, have a storied history that harkens back to the earliest days of mezcal production. Initially crafted to satisfy the European settlers' thirst for a beverage more potent than the traditional, lower ABV pulque, mezcal emerged as a distinct and robust spirit.

In an era where globalization has seamlessly intertwined cultures and nationalities, we established our business with a vision to not just preserve, but to evolve the legacy of mezcal. Our mission is to transform every sip into a bridge that connects cultures, turning what was once foreign into familiar. To us, every drinker is not just a customer, but a 'compadre'—a friend with whom we share the rich, vibrant story of mezcal, one glass at a time.

Our philosophy is rooted in realism, the belief that true joy and rewarding experiences are often the fruits of hardship and struggle. This ethos is vividly embodied by the agave plant, the core of our spirit, Mr. Mezcal. Agaves endure a long battle against the elements of nature, maturing over a period of 8-35 years (depending on variety). Only the most resilient plants survive this challenging journey. The result is a complex tapestry of fibers, which, in the hands of skilled artisans, is transformed into mezcal.

We view every stage of the agave's journey as essential, mirroring the challenges and triumphs in our own lives. This deep connection to the agave's journey has inspired our company's slogan: "Life is Tough." It's a testament to our belief that the most profound and enriching experiences are born from perseverance and resilience. Just like the agave, we believe in enduring, evolving, and emerging stronger, with each challenge adding depth and complexity to life, much like it does to Mr. Mezcal.

ESPADIN

- Augustofolio
- 8-12 yr farmed agave

TOBALA

- Potatorum
- 12-17 yr small wild grown monocarpic (1 season life cycle)

Los Especiales

CUISHE

- Karwinskii
- 12-18 yr tall wild rare < 1% of agaves

TEPEZTATE

- Marmorata
- 25-35 yr low-sugar wild 15x plant input volume

Pallet Dimensions (W x L x H):
97 cm x 120 cm x 170 cm

Pallet Weight:
608kg (60 Cases, 6 Bottles/Case)

Production Style:
Artisanal, Organic, No Additives

Stills:
Copper



MR. MEZCAL

MATATLAN

OAXACA



Origin	OAXACA, MEXICO	Since	2016
Type	ARTISANAL	Process	HANDMADE
Owners	100% MEXICAN OWNED & OPERATED		

ESPADIN

MSRP \$89

Harmonious blend of herbaceous, flinty, and earthy notes with hints of pepper, aloe, and orange citrus. This classic, yet refined spirit is the result of three generations of craftsmanship, crowned as the Best in its category.

Double Distilled in copper stills. Made with 8-12 years matured, pit roasted Agave Angustifolia.

ESPADIN
750ML



CUISHE

MSRP \$379

Fusion of wild berries and fresh agave, underscored by a gentle smokiness, complemented by nuances of vanilla and white pepper, leading to a sophisticated, lingering finish.

Tall, 12-18 years matured Agave Karwinskii are completely wild plants making up <1% of agave found in Oaxaca.

CUISHE
750ML



LA SPIRIT AWARDS
2022, GOLD MEDAL
2020, BEST MEZCAL & PLATINUM MEDAL

SF WORLD COMPETITION
2023, DOUBLE GOLD & GOLD
2022, BOTTLE DESIGN SILVER

LAS VEGAS GLOBAL SPIRITS COMPETITION
2023, BEST MEZCAL, PLATINUM, & GOLD MEDAL
96/100

TOBALA

MSRP \$349

Lush stonefruit and mango aromas set in with this tribute to the Oaxacan mountains. Its palate is rich in minerality, melding wet-stone and almond with a touch of brown sugar sweetness. The finish is extended, featuring candied ginger for a refreshing aftertaste.

8x smaller than Angustifolia, the 12-17 years matured Agave Potatorum does not produce baby sprouts.

TOBALA
750ML



TEPEZTATE

MSRP \$449

The top Mr. Mezcal variety offers a lively blend of grass, mint, and thyme aromas. Its smooth, saline taste combines baking spices with floral and herbal notes, creating a complex, attention-demanding Mezcal that redefines fine spirits.

35 long years prepare Agave Marmorata for our Tepezate. Low sugar content means 15X the plant material is needed to produce equal volume liquor as other agaves. Grown completely wild on rocky cliffs for decades.

Technically challenging and low yielding, we take great pride in sharing this treasure only possible in Mexico.

TEPEZTATE
750ML



MR. MEZCAL

MEZCAL ARTESANAL / JOVEN
100% AGAVE A. ANGUSTIFOLIA
ESPADIN

WWW.MRMEZCAL.COM
PRODUCTO DE OAXACA
DENOMINACIÓN
DE ORIGEN PROTEGIDA
HECHO EN MEXICO
ALC. 42% BY VOL. CONT. NET. 750 ML

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The World's Best Mezcal— According To The Las Vegas Global Spirit Awards

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The Top Tequila And Mezcal From The 2023 San Francisco World Spirits Competition

MEN'S JOURNAL

FOOD & DRINK

The Best Tequila and Mezcal Announced at the 2023 San Francisco World Spirits Competition

If you're looking for something to sip or elevate cocktails, check out these award-winning tequilas and mezcal.



A record number of Mezcal were submitted to the 2023 Las Vegas Global Spirit Awards (LVGSA). Two Mezcal took Platinum medals, and four Mezcal took Gold medals.

Mr. Mezcal, Tobala, 42% ABV, 750 ml, 96/100 points, and Catedral De Mi Padre, Ensamble (Espadin and Cuishe), 47.7% ABV, 750 ml, 96/100 points, won Platinum medals. The Mr Mezcal Tobala also won Best

Mr Mezcal, Tobala was the top Mezcal at the 2023 ... PHOTO, COURTESY MR.