



THE EXCEPTIONAL IS POSSIBLE

A close-up photograph of agave leaves, showing their characteristic sharp spines along the edges. The leaves are a pale, silvery-green color and are arranged in a fan-like pattern. The lighting is soft, highlighting the texture of the leaves and the sharp points of the spines.

## MEZCAL

Traditional Mexican spirit drink, made from the distillation of the heart of the maguey. Legend has it that a lightning bolt, when hitting an agave, was the one who made the first tatemá, which is why it is known as “drink dropped from the sky”.

## MÉXICO TASTE MEZCAL

Although recently the rise of this unique drink has occurred worldwide, in Mexico it has been produced and consumed for more than 500 years. It is a deep-rooted drink that has survived its ban. Its elaboration has been inherited in the families of mezcal teachers and is linked not only to celebrations, but also to religious remedies and traditions, since cornfields, buildings and crosses are blessed with mezcal.



## CARREÑO PRIDE

Our mezcal is 100% artisanal. Its elaboration implies dedication and effort since it is a drink that respects its times. Our family has inherited the taste for making it using the traditional method to ensure excellent quality. We are proud representatives of an ancient drink.





## OUR HISTORY

- The Hacienda Carreño started in 1904 the making Mezcal that has become nowadays in a tradition. Today, four generations later, it continues to produce this Elixir of Gods while maintaining love for the organic cultivation of agave and its artisanal process.
- This results in the achievement of an exceptional spirit drink.

## OUR VISION IS SIMPLE

- To maintain our family legacy by delivering authentic products that could represent the essence of the Oaxacan territory, our social compromise is to help vulnerable groups in Oaxaca through education and work.
- Culture, tradition and heritage since 1904.





## OUR PHILOSOPHY

Promote the values of the Mezcal Culture in the world. Its origin, its process, its relevance on the Mexican culture and the place this distillate deserves among other spirits on the world.

## OUR PRINCIPLES

- Premium Quality
- Respect for the Environment
- Responsible Consumption

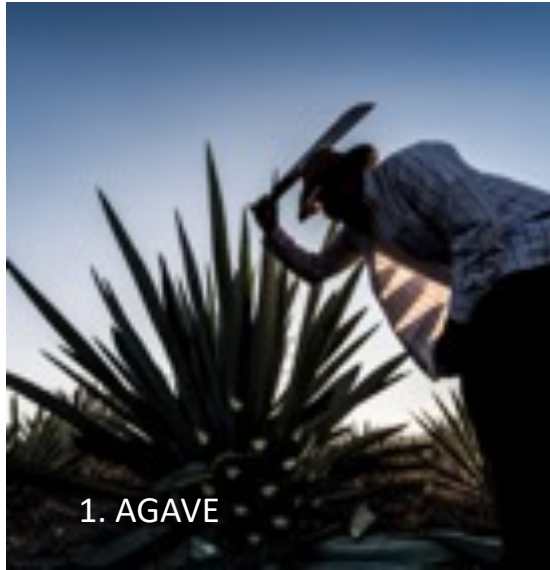
## OUR STRENGTHS

- **People:** We work hand by hand with indigenous families of mezcal tradition and we have a social responsibility with the community.
- **Products:** Wild and domesticated agaves specially and carefully selected, which give us exportation quality.
- **Knowledge:** Accumulated experience that has been passed through generations and we keep on learning different processes.
- **Certifications:** We have all the regulations needed for exports.





## OUR PROCESS



1. AGAVE



2. JIMA



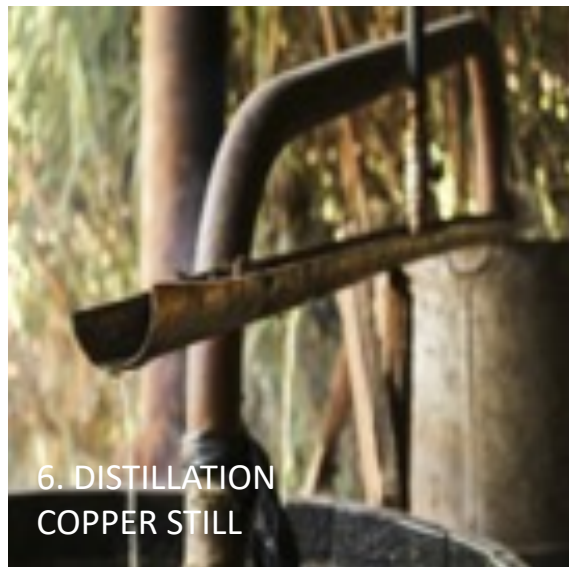
3. COOKING



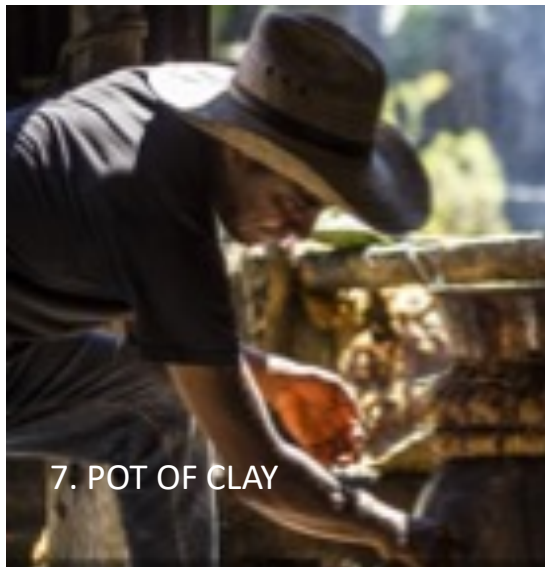
4. GRINDING



5. FERMENTATION



6. DISTILLATION  
COPPER STILL



7. POT OF CLAY



8. MEZCAL

# PREMIUM LABELS

Artisanal Mezcal made with Wild Agaves



EST. 1904

# CARREÑO





www.mezcalcarreno.com



## ENSAMBLE 7 JOVEN, OUR EMBLEM LABEL

### Organoleptic analysis

Assemble 7: Blend of **seven wild agaves**: Tobala (Potatorum); Tobasiche, Cuishe, (Karwinskii); Lumbre (American); Coyote (Oaxacensis), Tepeztate (Marmorata) and Espadín (Angustifolia) that the result is a unique mezcal wine.

Inspired by the character of his 7 granddaughters, Apolonio Carreño selected carefully 7 varieties of agave to represents each of they, finding unique, balanced and unmatched flavors.

Colour: Crystal, clear.

Bouquet: Delicate, rich in nuances.

Taste: Complex, powerful, structured, herbal, fruit, honey and fresh notes.

The Best Mezcal according to Forbes magazine

<https://www.forbes.com.mx/forbes-life/bebidas-alcoholicas-top-cinco-mejores-mezcales-mexico/>

### Awards

**Doble Gold Medal San Francisco World Spirits Competition (SFWSC) 2020**

**Doble Gold Medal Best of Class (SFWSC)**

**Gold Medal VI National Competition** for brands and mexican distillates 2017  
Mezcal and Maguey Academy A.C.

**Gold Medal Mexican Wine Academy A.C.**

EVALUACIÓN SENSORIAL CALIDAD Y PREFERENCIA GUSTATIVA  
VI CONCURSO NACIONAL DE MARCAS DE MEZCAL Y DESTILADOS MEXICANOS 2017

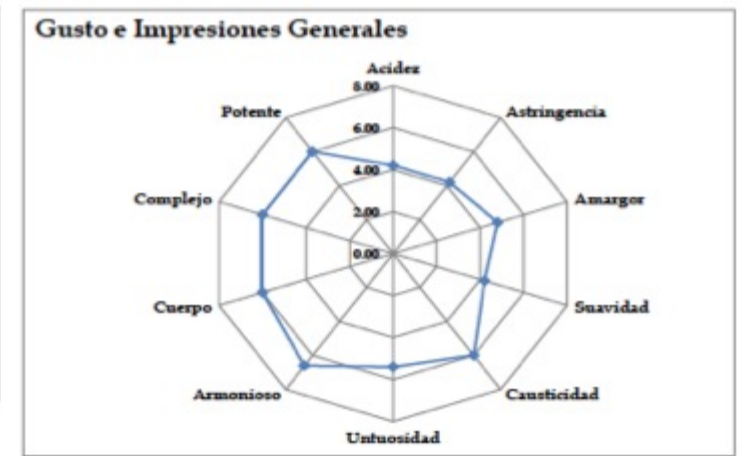
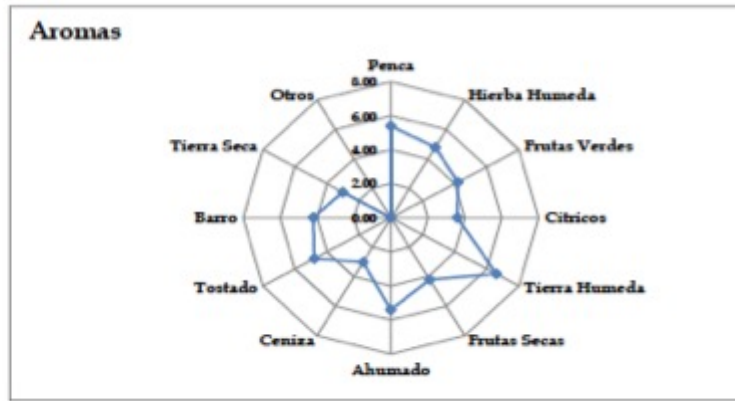
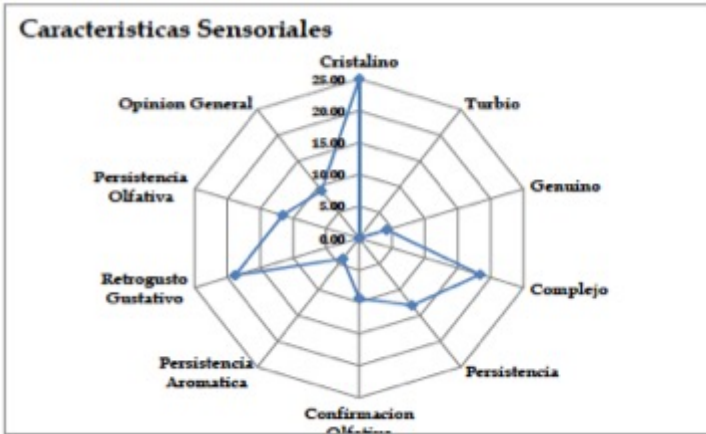
JURADO N° 1  
Muestra: 365  
Nombre: Carreño

FLIGHT N° 2

Clasificación: Mezcal  
Tipo de Maguey: Espadín Tobalá Tobasiche,

Estado: Oaxaca  
Region: San Baltazar Guelavila

MARZO 2017



FACTOR DE GUSTO 88.60%



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MIXOLOGY LABEL  
 NARAN means Lunar Eclipse



[www.mezcalnaran.com](http://www.mezcalnaran.com)



**ESPADÍN / JOVEN.** *A. Angustifolia (Espadín)*  
**100% AGAVE**

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ARTISANAL MEZCAL  
 OAXACA  
 PRODUCT OF MEXICO

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PROTECTED DENOMINATION OF ORIGIN




**40% Alc. Vol.**

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**CONT. NET.**  
 750 ml


**NARAN**

Only the best and mature agaves are selected to be carefully distilled to create NARAN-Espadín - Joven. NARAN means 'Eclipse of the Moon', and it inspires us to pay tribute to the women of Mezcal, who with their work let us taste the Expression of the Earth® a tagline that is more than words. Distilled and bottled by: Mezcal Carreño S.A. de C.V. RFC: MCA 151003B6A Emiliano Zapata 16, San Dionisio Ocotlán, C.P. 71526 Oaxaca. Made in México. IMPORTED BY: Compa Spirits LLC. Scottsdale, AZ.



[mezcalnaran.com](http://mezcalnaran.com)   



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**GOVERNMENT WARNING:** (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS, (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

**HECHO EN**  
  
**MÉXICO**

**NOM -0373X**

7 500462 563837

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BATCH \_\_\_\_\_ BOTTLE \_\_\_\_\_



## MEZCAL HEALTH BENEFITS

- Promotes the proper functioning of the intestinal flora and the absorption of lipids.
- Optimizes cardiac function and helps eradicate arthropathy.
- It helps in the absorption of vital calcium for the maintenance of bone health.
- Protects the adrenal and the colon.
- Dissolves fats and therefore lowers the cholesterol level.
- Contains polysaccharides that allows a diabetic person to do not alter glucose levels.
- Mixed with agave syrup and fresh lemon juice helps fight against the flu.
- An ounce of mezcal before sleep can help to fall asleep and have a better rest.
- Improves circulatory functions.
- Stimulates brain activity and reduces depression symptoms.





## USING MATERIALS THAT REDUCE OUR ENVIRONMENTAL IMPACT

- Our priority is to buy local supply.
- Support local supply chain by exchanging agave with more than 100 farms of cultivated agave.
- Training and education programs for the community.
- Using the remains of agave by giving them some other use such as bricks for the construction.



## BUILDING PROSPEROUS COMMUNITIES

- We have the responsibility to share the values we believe in.
- We invest in people. We are an inclusive company that works with indigenous women under a scheme of fair work and respect for ethnic groups.



## SOCIAL RESPONSIBILITY PROGRAM

Mezcal Carreño supports and promotes the rescue and preservation of Mezcal tradition through sustainable agriculture for the conservation of natural resources, which ensure the satisfaction of human needs in a continuous manner for present and future generations.

This sustainable development conserves soil, water, animal and plant genetic resources; without degrading the environment and promoting agave reforestation.

## GÓK-NENAA

Through the collective Gók-nenaa, which means “**Help me**” in Zapotec (*indigenous Oaxacan culture*), we are creating programs that are applied together with mezcaleros groups. These groups include several indigenous women in order to prevent migration. We encourage employment and we work under the motto of fair employment and respect for ethnic groups.



# HACIENDA CARREÑO & DISTILLERY

Emiliano Zapata 16, San Dionisio Ocotlán 71526, Oaxaca México

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