

NEWS RELEASE

Chulele® Introduces Two Single-Batch Releases of Artisanal Mezcal, Each With Their Own Story to Share.

A documentary film highlights the Oaxacan people, their traditional culture, and the special moment of production for each limited-run, collector-worthy batch of Chulele® artisanal mezcal bottled.

Los Angeles, CA, March 28, 2024: High-premium artisanal mezcal brand Chulele® announces the release of two single-batch collector editions. Hand-crafted using centuries-old traditional methods, its recipe is pure and simple. Mature Espadín agave, water and natural airborne yeasts combine with the love and passion of their Maestro Mezcaleros. With no additives or industrial processes, Chulele® artisanal mezcal is truly a product of its rich and magical environment.

Embracing the revered traditions of Oaxaca, Mexico, the exquisite first batch of Guelaguetza 2022 Espadín Joven (250 bottles, 50.4% ABV) and exceptional second run Día De Los Muertos 2022 (1250 bottles, 51.3% ABV) are available exclusively in personally numbered bottles at Great American Craft Spirits and directly from Chulele® at mezcalchulele.com.

To share exactly how each single-release batch of artisanal mezcal is made, the people who craft it and what is happening in Oaxaca at that moment in time, the creator of Chulele® and certified mezcal producer LJ Koch, directs and produces a high-quality documentary film to tell the unique story of each single batch release.

“Refined drinkers seek connection with the craft spirits they choose,” says Koch, “We thought, wouldn’t it be an incredible thing to sip a high-quality artisanal mezcal while watching it being made?”

“From plant to bottle, the entire process of creating Chulele® artisanal mezcal is a labor of love. Our Maestro Mezcaleros follow the ancient Oaxacan traditions,

handcrafting the artisanal mezcal in the same time-intensive way their forefathers have done for centuries.”

Making mezcal captures a moment in time in a bottle. The weather, the terroir, the pollen, and the airborne yeast all make every batch of artisanal mezcal truly unique and never to be duplicated. The documentary-style films created for every small batch of Chulele® mezcal not only capture the journey from plant to bottle but also offer the unique opportunity to immerse oneself in the rich human story and cultural experience of day-to-day life in Oaxaca that makes mezcal as a spirit, so incredibly special.

Following the release of its first two batches, Chulele® is working on its next release of 1,500 bottles of Tobala Joven. Be the first to know when these rare bottles are available for pre-purchase – from Oaxaca, Mexico to your front door. Join the exclusive launch list by [signing up here](#).

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Notes to Journalists

For more information, images, samples, interviews and collaboration opportunities, contact:

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