

A WAY TO LIVE AND CELEBRATE LIFE FOR THE PEOPLE OF SANTIAGO MATATLÁN

More than anything, the flavor notes and aromas are from the Oaxacan people who share an energy and love to create.

The community and town of Santiago Matatlan is small, but the center of the mezcal world. Over 80% of all mezcal comes from this region. The people here are all connected to mezcal production in some way. Always with respect for what God has provided and for the traditions passed down from their forefathers.

In the Mexico national census of 2020, the population of Santiago Matatlán was 10,175 inhabitants (46.3% men and 53.7% women). A small community that continues the customs of making their mezcal in both the artisanal and ancestral ways. The people of Matatlan have deep connections to their indigenous roots with over 8,000 residents speaking their traditional indigenous language and a majority of them speaking Zapoteco. They also continue to cook and create artisanal crafts in the way that their ancestors have done for millennia. This is the reason Oaxaca and this area are so special. The people are proud to speak the language and honor their food, music and traditional way of life.