

FOR IMMEDIATE RELEASE

Chulele® Artisanal Mezcal Featured in Exclusive Flaviar Tasting Kit, Celebrating Oaxaca and Día de los Muertos

New York, NY – October 22, 2024 – Chulele® artisanal mezcal proudly announces its inclusion in Flaviar's newest Tasting Box, offering mezcal enthusiasts a curated exploration of three distinctive, sustainably-produced mezcals. Each spirit in this collection tells a story of heritage, craftsmanship, and the unique philosophies of its maestros mezcaleros, culminating in a full-spectrum tasting experience for connoisseurs and new enthusiasts alike.

At the heart of this collection is the Chulele® Día de los Muertos Mezcal, a single-batch release born from the vibrant Day of the Dead celebration in Oaxaca City, Oaxaca. This batch marks a significant moment for the community as it emerged from the pandemic lockdown in 2022, once again able to celebrate the festival's colorful and spiritual traditions. The streets were filled with marigolds, music, food aromas, and laughter, all of which inspired and influenced the essence of this artisanal mezcal.

Chulele® Día de los Muertos Mezcal embodies these emotions and experiences. Expect bold flavors with a comforting essence, capturing the spirit of Oaxaca in every sip. This mezcal, crafted from Espadín agave, offers more than just an exquisite drinking experience—it delivers a sensory connection to tradition, community, and life itself.

"We're honored to share a mezcal that reflects not just flavor, but the very moment in which it was created," said LJ Koch, Chulele Founder. "Through this tasting experience, we invite everyone to feel the energy of this Día de los Muertos celebration that inspired and influenced the essence of this release."

Adding to the immersive experience, every small batch of Chulele® Mezcal includes a 'field to glass' documentary that follows the mezcal-making journey. Viewers can watch how this mezcal was made during the festival, revealing the heart and hands behind each bottle.

Discover Two Other Artisanal Gems in the Tasting Box

The Flaviar Tasting Box also features two other remarkable mezcals:

- **Madre Mezcal Ensemble:** This blend from Oaxaca's valleys combines Espadín and Cuishe agave, roasted in an earthen pit and fermented with wild yeast. It offers vibrant agave notes with warm, peppery undertones—a tribute to the family's ancient copper still methods.
- **Alipus San Juan del Rio:** This mezcal is crafted from Espadín agave grown in distinct reddish and white soils, which impart a unique terroir to its flavor. With long fermentation times, it develops subtle mineral and chalky undertones, reflecting time-honored traditions passed down through generations.

With these three unique offerings, the Flaviar Tasting Box celebrates the diversity of mezcal-making, providing a journey through Oaxaca's agave landscapes, cultural heritage, and distilling artistry.

Join Us in Spirit

Each sip of the Chulele Día de los Muertos mezcal brings a moment of Oaxaca's most sacred celebration into your glass. As the famous saying goes:

"Para todo mal, mezcal, y para todo bien, también."

About Chulele® Artisanal Mezcal

Chulele® artisanal mezcal is dedicated to crafting small-batch spirits that honor the tradition, environment, and cultural significance of mezcal. Our production process emphasizes sustainability and craftsmanship, resulting in artisanal mezcal that carries the essence of the land and the moments in which it is created.

Experience the journey. Experience Chulele®.

For more information about our Día de los Muertos release and to watch the accompanying documentary, visit www.youtube.com/@mezcalchulele.

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Notes to Journalists

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

Jason Brandes

Director of Marketing

1-204-250-7660

jbrandes@mezcalchulele.com

Flaviar Tasting Box: <https://flaviar.com/products/mezcalistas-3>

Documentary: <https://www.youtube.com/watch?v=KbZMVTJWBIQ>

Media Kit: www.mezcalchulele.com/mediakit

Website: <https://www.mezcalchulele.com/>

Mezcal Memoirs Blog: <https://www.mezcalchulele.com/mezcal-memoirs/>

YouTube: <https://youtu.be/KbZMVTJWBIQ?si=ZkLgbY3OZJWhOY3N>

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