

EL DE BATEO®

IMPORTED BY PREISS IMPORTS
Preiss Imports
RAMONA, CALIFORNIA

BRAND OVERVIEW

“**El De Bateo**” means “The Batting One” which translates in Mexican slang to “The House Mezcal” It was created to share the Oaxacan daily ritual of going home at the end of a long day and knowing that their house mezcal is awaiting at the table. You'll find it at the entrance usually on the “Ofrenda” to pay respect to the dead and welcome the living. As Mezcaleros, we offer a well crafted artisanal mezcal at a competitive price because we don't have a “middle man”. We are the agronomists that cultivate the agaves, the producers that extract it's magical spirit, and the one's that incase it in a bottle.

OUR MEZCAL

Distilled by our **Maestro Mezcalero Erasto Martinez**, third generation of Mezcaleros. **EL DE BATEO** is crafted in our “Palenque” with the knowledge and cultural heritage passed through generations of Mezcaleros of this region. We use 100% sugars of our agave Espadin cultivated in the white terroir of the elevated highlands (1,600m) of the central valleys of Oaxaca in Tlacolula de Matamoros.

THIS IS OUR MEZCAL, THE ONE AT HAND – OUR HOUSE MEZCAL!



SERVING RECOMMENDATION

Best consumed neat on a hot summer day and perfectly priced for mixing in cocktails.

DRINK STRATEGY

EDB Mezcal is designed to be your house mezcal, the one you use to bat out long lists of delicious cocktails or the one you quickly pour for a toast.

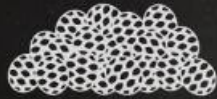


OUR PROCESS



CULTIVATE

Organically cultivated agave Espadin from seed in greenhouses.



HARVEST

Hand harvested using a "Coa de Jima" a long handed machete like knife traditionally used for harvesting agave



ROAST

Roasted in underground pit ovens using pine wood.



MILL

Milled with a single stone Tahona wheel, traditionally used in the region for hundreds of years.



FERMENT

Wild fermentation with no additional additives in cypress wood vats.



DISTILL

Double distilled in Copper stills, heated with direct firewood. Leveled down to 40% alc. vol. to make it smoother.



BOTTLE

Bottled in our bottling facilities in Tlacolula, Oaxaca.

TASTING NOTES



COLOR

Translucent liquid with silver reflections. Clean and bright with no residues or impurities.



NOSE

Fresh notes, citric and herbs like green grass, lemon grass, Lemon Verbena, grapefruit, and pineapple shell. The cooked agave aroma, that represents the artisanality of mezcal.



MOUTH

its first perception is amicable with a subtle alcoholic hint; leaving a warm sensation after ingesting it; leaving a long aftertaste of sweetness coming from the cooked agave and herbal aromas that refresh, clean the palate, and make you salivate for more.

TRADE POSITIONING

ON PREMISE

- Bars, restaurant, and boutique/hipster hotels.
- Chains that wish to offer quality cocktails to their clientele.
- Recommended neat or served as the base spirit in a cocktail.

OFF PREMISE

- Department Stores.
- Liquore Stores.
- Main whole sale.



AWARDS AND RECOGNITION

