



OAXACAN RUM

Camazotz

GOLD, *The Spirits Business Global Rum and Cachaca Masters Awards 2024*

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BRAND OVERVIEW

Deep in the hills of Oaxaca, the legend of a mysterious bat creature is said to escort those of the ancient Americas into the underworld. Mysterious, yet revered, the Camazotz legend inspired sacrifices throughout the Incas and Mayans to appease this beast. The Oaxacan Rum is steeped in tradition, and has reignited traditional "Aguardiente de Caña" to satisfy the local thirst for liquid connections to their ancestors. Camazotz Oaxacan Rum remains true to the traditions that reverberated through ancient cultures.

Maestro Leoncio has taken the reigns from his father in producing a rum that is free from pesticides and fertilizers, making use of locally grown sugarcane from his family farm right near the distillery in Sierra

Mixé. It is fermented openly, taking on natural yeasts in the hills of Oaxaca. The distillery stands unchanged on the family ranch, which is a roadless 4k hike from the nearby village.

Created by hand, Camazotz Rum flavor is an exceptional window to view and taste a piece of Mexican heritage. and to experience the terroir of Oaxaca. Savory, earthy and grassy, balanced with a slight sweetness, the complexity of life is contained in a bottle like an elixir on an apothecary shelf. Camazotz is versatile and can replace most aged or agave spirits in classic recipes.



HANDCRAFTED TRADITION

Aguardiente de Caña

PRODUCT OVERVIEW

TASTING NOTES

- Expressive, earthy, savory bouquet
- Slightly sweet, grassy and vegetal notes give a peculiar complexity
- Shares similar flavor profile of agricole and Cachaça

SERVING RECOMMENDATIONS

- Neat or on ice, traditionally
- Can replace aged and agave spirits in classic cocktails
- Use in Ti Punch recipes
- Elegant as a split base with Barbados rum in cocktails
- Shines with acidity of citrus and passion fruit

PRODUCTION PROCESS

GROWN WITHOUT PESTICIDES OR FERTILIZERS;
HAND HARVESTED & PRESSED RAW USING AN 80
YEAR-OLD ANIMAL POWERED CANE PRESS

Local Sugarcane



WILD YEASTS USED; 5 DAYS TO 2 WEEKS

Open air fermented in fermentation tubs



COPPER ALEMBIC POT STILL

Double Distillation



Rests for 2 Weeks



Bottled



Camazotz Oaxacan Rum

DISTILLATE IS CARRIED BY MULES
5KM UP TO THE HOUSE TO REST

48%
ALC/VOL

750mL
BOTTLE

SKU

DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

ORIGIN



SIERRA MIXÉ DISTRICT
SIERRA NORTE
OAXACA
MEXICO

