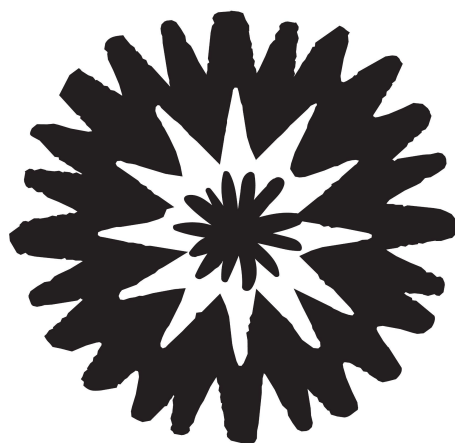


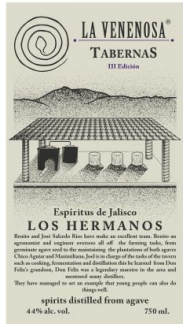
# LA VENENOSA

2022 Portfolio

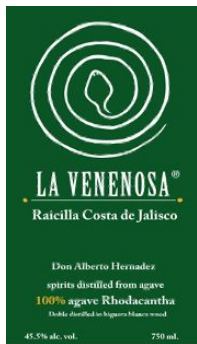


# LA VENENOSA®

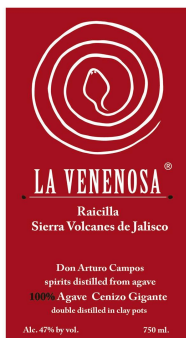
## Espiritus de Jalisco



Tabernas is the regional term for distillery. This expression is meant to make amazing raicilla available at affordable prices. With that, it is wonderful by itself but very approachable for cocktails as well. This project now offers the first raicilla reposado in the U.S. - aged for 99 days in an ex-sherry barrel.



The tree trunk distillation used by Alberto 'Beto' Hernández is something we don't get to experience in most other spirits of the world. Unique in style and flavor, this coastal raicilla brings us a glimpse into some of the oldest distilling techniques of Mexico. This expression is historically significant, as well as culturally and economically impactful.



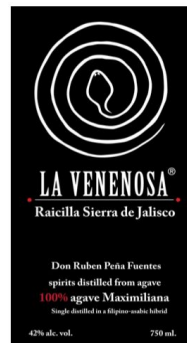
The Sierra Volcanes region of southern Jalisco is home to the oldest known traditions of distillation in Mexico. Maestro Arturo Campos uses clay pot stills, stone pit fermenters, and Maguey Cenizo Gigante to deliver a curiosity driving sensory experience. Think brie, toasted almonds and strawberry jam!



Puntas - the high hearts. La Venenosa continued to blaze a trail with its release in 2016. This overproof Raicilla, from the skilled hands of Gerardo Peña, known as El Lobo de la Sierra, delivers an explosion of flavor and intensity while being remarkably drinkable. The success of this expression has led to the launch of the brand 'El Lobo de la Sierra', owned by the Maestro.

La Venenosa and its founder, Esteban Morales Garibi, have brought Raicilla to the world. Working with traditional producers across the region, La Venenosa offers a selection that highlights the diversity of Jalisco and its people.

Raicilla has been the identity of the agave spirits of this region for over 300 years. Its recent exposure in the global arena led to a fight for control of identity. Unfortunately, wealthy and narrow visioned outsiders prevailed and a D.O. has been established that wrongfully excludes many. For that reason, La Venenosa is moving in the direction of identifying as ESPIRITU DE JALISCO on its labels. Rest assured, these are some of the finest RAICILLAS! For the traditional producers who do participate in the D.O. we wish then nothing but the best.



La Venenosa Sierra Occidental is a single distilled spirit made from Agave maximiliana. It is viscous, beautifully acidic and is an opportunity to feel connected to the agave. Don Ruben Peña produces this destilado with his farm raised agave in the mountains between Guadalajara and Puerto Vallarta.



'Tigre' might very well be the most unique of all agave spirits. Made from agave Bruto, grown in a very moist region. Don Luis ferments without the addition of water and distills one time in clay pot stills, resulting in this one of a kind spirit. Famous for its cheesy aromas, it magically transforms to tart cherries and dark chocolates on the palate.



Tutsi is the name of the agave spirit made by the Wizradikan people often called Huichol. These communities from NW Jalisco are famous for their beadwork known as Chaquira and their ancestral practice of distillation. Don Rafael's Tutsi is fermented in stone and distilled a single time in a tree trunk. Most batches are less than 80 liters. Step back in time!

*Be on the lookout for special batches! They come & go quickly*

# LA VENENOSA

## TABERNAS III EDICIÓN



### LA VENENOSA, ESPIRITUS DE JALISCO

Exploring the traditional spirits of Jalisco including raicilla, tutsi and tepe.

### TABERNAS

In order to provide excellent quality raicilla at an approachable price, we got creative. Esteban, the founder of La Venenosa, found a producer who had been holding a large batch of amazing raicilla for many years and was happy to sell it at a special price. We realized that we could continue to find opportunities like this by batch hunting at different tabernas, which is the local name for distilleries and a very fitting name for these expressions.

### MAESTRO

Jose Salcedo

### MAGUEY (AGAVE)

Chico Aguiar (A. Angustifolia) & Lechugilla (A. Maximiliana)

### VILLAGE

El Mosco, Sierra Occidental

### OVEN/ FUEL

Above ground adobe / black oak

### MILL

Small mechanical

### FERMENT

Wild fermented in tomba (with bagasso)

### DISTILLATION

2x in alembic of stainless steel and copper (with bagasso)

### NOTES

Aroma -orange peel, oregano, green apple

Taste - lemongrass, cinnamon, oak

Texture - round, medium, fresh and spicy finish

### ABV

Varies by batch



# LA VENENOSA

## TABERNAS REPOSADO



### LA VENENOSA, ESPIRITUS DE JALISCO

Exploring the traditional spirits of jalisco including raicilla, tutsi and tepe.

### TABERNAS

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### MAESTRO

Jose Salcedo

### MAGUEY (AGAVE)

Chico Aguiar (A. Angustifolia) & Lechugilla (A. Maximiliana)

### VILLAGE

El Mosco, Sierra Occidental

### OVEN/ FUEL

Above ground adobe / black oak

### MILL

Small mechanical

### FERMENT

Wild fermented in tomba (with bagasso)

### DISTILLATION

2x in alembic of stainless steel and copper (with bagasso)

### AGING

99 days in first fill 500L Dios Baco Oloroso Sherry cask

### NOTES

Aroma - maple, oxidised wine, spiced apple

Taste - oak, roasted canela, lemongrass

Texture - round, medium, tannic finish

### ABV

Varies by batch





# LA VENENOSA

## SIERRA OCCIDENTAL



### LA VENENOSA, ESPIRITUS DE JALISCO

Exploring the traditional spirits of jalisco including raicilla, tutsi and tepe.

#### RAICILLA

Raicilla is a historic category of agave spirits from the state of Jalisco, which offers a vast diversity of maguey. The expansive terroir, along with a unique confluence of cultures and large variety of still types, gives us an experience that is an incredible spectrum of flavor. La Venenosa bridges the gap between this unique landscape to preserve the culture and practices of these offerings.

#### MAESTRO

Don Ruben Peña Fuentes

#### MAGUEY (AGAVE)

Lechugilla (A. Maximiliana)

#### VILLAGE

Mascota, Sierra Occidental

#### OVEN / FUEL

Adobe / black oak

#### MILL

Small mechanical

#### FERMENT

Wild fermented in wood and p

#### DISTILLATION

1x in alembic of stainless steel and copper (with bagasso)

#### NOTES

Aroma - cacao, ripe papaya, balsamic

Taste - sweet potato, caramelized agave, lemon zest

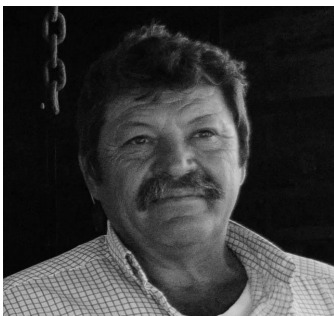
Texture - high acidity, rich and gentle finish

#### ABV

Varies by batch

#### SUGGESTED PAIRINGS

Intensely creamy cheeses play into the amazing texture of this spirit and help cut the acidity. Examples include Nancy Hudson Valley Camembert and Toma Della Rocca from Italy.



# LA VENENOSA COSTA



## LA VENENOSA, ESPIRITUS DE JALISCO

Exploring the traditional spirits of jalisco including raicilla, tutsi and tepe.

### RAICILLA

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### MAESTRO

Alberto Hernández

### MAGUEY (AGAVE)

Amarillo (A. Rhodacantha), Chico Aguiar (A. Angustifolia)

### VILLAGE

Llano Grande, Cabo Corrientes, Costa de Jalisco

### OVEN / FUEL

Above ground adobe / black oak

### MILL

By hand with mallet

### FERMENT

Wild fermented in cypress with spring water (with bagasso)

### DISTILLATION

2x in filipino of copper with tree trunk (with bagasso)

### NOTES

Aroma - sweet smoke, roasted pineapple & green peppers

Taste - earth, pine, herbs, wood

Texture - fresh and bold with a velvet finish

### ABV

Varies by batch





# LA VENENOSA VOLCANES



## LA VENENOSA, ESPIRITUS DE JALISCO

Exploring the traditional spirits of jalisco including raicilla, tutsi and tepe.

### RAICILLA

Raicilla is a historic category of agave spirits from the state of Jalisco, which offers a vast diversity of maguey. The expansive terroir, along with a unique confluence of cultures and large variety of still types, gives us an experience that is an incredible spectrum of flavor. La Venenosa bridges the gap between this unique landscape to preserve the culture and practices of these offerings.

### MAESTRO

Don Arturo Campos

### MAGUEY (AGAVE)

Cenizo Gigante  
(Not yet classified)

### VILLAGE

San Juan Espanatica, Tuxpan

### OVEN / FUEL

Earthen pit / black oak

### MILL

Small mechanical

### FERMENT

Wild fermented in stone pits  
(with bagasso)

### DISTILLATION

2x in filipino of clay (with bagasso)

### NOTES

Aroma - berries, earth cooked agave  
Taste - green apple, pomegranate, smoke  
Texture - structured, bitter, long, dry

### ABV

Varies by batch



# LA VENENOSA

## SIERRA DEL TIGRE



### LA VENENOSA, ESPIRITUS DE JALISCO

Exploring the traditional spirits of jalisco including raicilla, tutsi and tepe.

#### RAICILLA

Raicilla is a historic category of agave spirits from the state of Jalisco, which offers a vast diversity of maguey. The expansive terroir, along with a unique confluence of cultures and large variety of still types, gives us an experience that is an incredible spectrum of flavor. La Venenosa bridges the gap between this unique landscape to preserve the culture and practices of these offerings.

#### MAESTRO

Don Luis Contreras

#### MAGUEY (AGAVE)

Bruto (A. Inaequidens)

#### VILLAGE

Manzanilla de la Paz,  
Sierra del Tigre

#### OVEN / FUEL

Earthen pit / black oak

#### MILL

By hand with mallet

#### FERMENT

Wild fermented in adobe,  
no water added

#### DISTILLATION

1x in filipino of clay (with bagasso)

#### NOTES

Aroma - strawberries, cheese, wet soil

Taste - tart cherries, dark chocolate, sweet agave juice

Texture -rich, creamy, long finish

#### ABV

Varies by batch





# LA VENENOSA PUNTAS



## LA VENENOSA, ESPIRITUS DE JALISCO

Exploring the traditional spirits of jalisco including raicilla, tutsi and tepe.

### PUNTAS

La Venenosa Puntas has the distinction of being the first puntas ever released into the market. Puntas are over-proof, lower yield agave spirits made when the maestro makes the second cut on the second distillation much sooner than usual. The result is a higher concentration of the upper heart which has more esters and where we experience intense aromas. La Venenosa Puntas is a wonderful sensory explosion with intense aromas and expressive flavor.

### MAESTRO

Don Gerardo Peña

### MAGUEY (AGAVE)

Lechugilla (A. Maximiliana)

### VILLAGE

Jacales, Jalisco

### OVEN / FUEL

Adobe / black oak

### MILL

Mechanical and by hand

### FERMENT

Wild fermented in oak vats  
(with bagasso)

### DISTILLATION

2x in alembic of stainless steel

### NOTES

Aroma - stone fruits and desert herbs

Taste - peach, apricot, blueberry, sage, mint

Texture - crisp with medium acidity

### ABV

Varies by batch

### SUGGESTED PAIRINGS

Incredibly amusing when enjoyed with food, this expression is balanced well by blue cheeses such as Chiraboga from Germany or St. Agur Bleu from France. The high proof and engaging texture plays harmoniously with the forward flavors of the cheeses.



# LA VENENOSA TUTSI

## LA VENENOSA, ESPIRITUS DE JALISCO

Exploring the traditional spirits of Jalisco including raicilla, tutsi and tepe.

### TUTSI

Tutsi is the agave spirit from the Wizradikan people. They are a Pre-Hispanic society from the very remote parts of northern Jalisco.

### MAESTRO

Don Rafael Carrillo Pizano

### MAGUEY (AGAVE)

Masparillo (A. Guadalarajana)

### VILLAGE

Tatei Kie, La Guayaba

### OVEN / FUEL

Tiny earthen pit / black oak

### MILL

By hand with mallet

### FERMENT

Wild fermented in hollowed out rock (with bagasso)

### DISTILLATION

1x in copper and tree trunk with external condenser (with bagasso)

### NOTES

Aroma - bbq brisket, stewed fruit

Taste - mint, cooked plums

Texture - fresh and bold with a velvet finish

### ABV

Varies by batch





# LA VENENOSA LOS GIGANTES



## LA VENENOSA, ESPIRITUS DE JALISCO

Exploring the traditional spirits of jalisco including raicilla, tutsi and tepe.

## LOS GIGANTES

17 years ago, Manuel and Ruben began their joint farming project - two adjacent farms that they work on together. Agave Maximiliana is the focus with four Americanas planted to identify the property line. These Americanas grew into massive agave with the largest piña weighing in at 880 kgs. Harvested 2 years ago, these 4 agaves, known as Los Gigantes, were produced by Ruben and Manuel together for this once in a lifetime batch.

## MAESTROS

Ruben Peña and Manuel Salcedo

## MAGUEY (AGAVE)

(A. Americana)

## VILLAGE

Mascota, Jalisco

## OVEN / FUEL

Adobe / black oak

## MILL

Mechanical

## FERMENT

Wild fermented in wood and plastic (with bagasso)

## DISTILLATION

1x in alembic of stainless steel and copper (with bagasso)

## NOTES

Aroma - sweet smoke, roasted pineapple & green peppers

Taste - earth, pine, herbs, wood

Texture - fresh and bold with a velvet finish

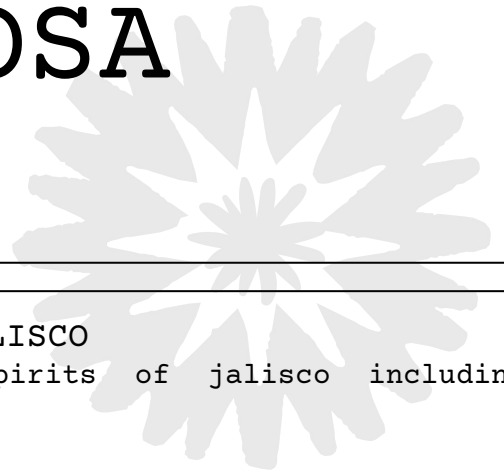
## ABV

Varies by batch



# LA VENENOSA

## AZUL



### LA VENENOSA, ESPIRITUS DE JALISCO

Exploring the traditional spirits of jalisco including raicilla, tutsi and tepe.

### AZUL

**Aged 20 years in glass, this single distilled raicilla made from Tequilana is truly a rare opportunity.** The end of the 20th century saw a major surplus in Agave Tequilana Weber Azul. In raicilla country (Sierra Occidental, Jalisco) there were many farmers of Tequilana with fields of mature agave but no market to sell them. Don Guelo had a campesino friend that offered him his surplus Tequilana - all he had to do was harvest it. He had as much blue weber that he could handle at his little taberna and he made around 5000 liters of single distilled raicilla. In his region Agave Maximiliana is king, which made it difficult to sell his raicilla azul. It sat in glass, evolving in a unique way until La Venenosa had the good fortune of bringing it back to market.

### MAESTRO

Don Margarito "Don guelo" Aguirre

### MAGUEY (AGAVE)

Weber Azul (A. Tequilana)

### VILLAGE

La Estancia, Sierra Occidental

### OVEN / FUEL

Adobe / black oak

### MILL

By hand

### FERMENT

Wild (with bagasso)

### DISTILLATION

1x in alembic of stainless steel

### NOTES

Aroma - clay, sweet potato, pine tree

Taste - wheat, honey, quince, oxidized wine

Texture - fresh and mineral with a long, slightly bitter finish

### ABV / LOT / VOL

41.8% / Lot 1 / 15 garrafon (carboy), U.S. allocation 126 bottles

