

MEZCAL
ARTESANAL

CHU
LELE®

GOLD MEDAL

WINNER

2024 SAN FRANCISCO

WORLD SPIRITS COMPETITION



2024
Media Kit

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**According to Mexican legend, the Chulele® is a mystical person
with the power to shape-shift into animal form.
There is a hidden power within each of us.**

Discover Your Chulele® ...

Each bottle of high-premium Chulele® artisanal mezcal is a full sensory experience that embodies respect for the Oaxacan environment and culture. Each release is artfully documented in film as an homage to the craft, makers and moment in time. You can sip and savor your numbered release bottle while watching every step of its creation; making for a singular, celebratory mezcal experience.

FOUNDER'S STORY

"The entire process of growing agave to sipping mezcal is beyond fascinating; the people and the traditions inspiring; and the land astonishing," says Certified Mezcal Producer and Founder of Chulele® Mezcal Morten 'LJ' Koch. "From plant to bottle, creating Chulele® artisanal mezcal is a labor of love. Our maestro mezcaleros follow the ancient Oaxacan traditions, handcrafting the artisanal mezcal in the same sustainable way their forefathers have done for hundreds of years. By honoring these ancestral and artisanal methods, Chulele® Mezcal connects you to a people, a place and a time."

Many in the world are unaware of the unique culture and rich traditions that continue in Oaxaca, Mexico. The Founder of Chulele® Mezcal entrepreneur Morten 'LJ' Koch – was one of them.

Upon discovering Oaxaca, he was immediately mesmerized by the place and its people, acquiring a deep understanding and appreciation of the diverse and rich Oaxacan way over five years living, traveling and working from Mexico. This led to his journey of self-discovery and transformation that became a dream to help hand-craft, bottle and share stories that symbolize and celebrate an essence of Oaxaca.

In artisanal mezcal, he saw ways to benefit local communities by promoting the quality, hand-crafted and organic spirit they produce to a select market in the US. He cultivated relationships with maestro mezcaleros before receiving the necessary AMMA registration (NOM-AMMA87) and recognition as a certified mezcal producer. LJ is officially registered as a certified mezcal producer, a designation very difficult to obtain and quite an accomplishment for a foreign national.

Beyond Chulele® Mezcal, LJ created and produced the show "las Joyas de Oaxaca" – a program internationally broadcast on Mexican and US national TV with partner Canal Once. This inspired the unique documentary style film productions that tell the story of each Chulele® release.

LJ Koch Group, Inc (LJKG) has created and produced the Chulele® Mezcal brand, launching in 2023 with two exclusive single batch releases. The first batch of Chulele® artisanal mezcal is an Espadín Joven, crafted during the 2022 Guelaguezta festival, which was the first time the event was held since the pandemic pause. The second batch was produced in Santiago Matatlán during the celebration of Día de los Muertos in 2022 – one of the most beautiful and emotional holidays on the Mexican calendar.

#DiscoverYourChulele

Chulele® embodies the soul of Mexico, celebrating the rich traditions and heritage of Oaxaca's mezcal production. Join in the exploration of the world of mezcal.

OVERVIEW

In the heart of Oaxaca, Mexico, a unique spirit flows through the veins of its people, connecting them to a rich, historic tapestry of nature and celebration. It is here that mezcal, an artisanal agave-based spirit, is so much more than a beverage. It is a symbol of a proud and celebrated heritage.

Oaxaca is the center of the mezcal world owing to its numerous varieties of agave and talented 'maestro mezcaleros' or Master Mezcal Makers. The techniques and tools used to make a good artisanal mezcal are passed through generations, varying slightly but significantly, from village to village. The different methods and varieties of agave plants create an endless number of interpretations of this complex spirit.

Chulele® Mezcal honors these ancestral and artisanal methods. This is why Chulele® artisanal mezcals are only available in limited batch runs. Every batch of Chulele® Mezcal is hand-crafted by those who practice the traditional ways handed down from their forefathers. Every batch encapsulates the essence of the people that produced it, every bottle a moment in time.

Each bottle of Chulele® artisanal mezcal tells a unique story from the moment you open it. To uncork a bottle is to release all that was captured during its creation.

Experience one of our artisanal mezcals by letting it permeate your senses as you explore the complexity of each single release. All tell a different tale and transport you to the moment, connecting you to the people and place where it was created.

Chulele® is a celebration of Oaxaca, its people and traditional culture.

Mezcal aficionados are invited to discover Chulele® and journey through time and tradition by uncovering the unique qualities of its extraordinary sipping artisanal mezcals.

For a limited time, the exquisite first batch of Chulele® Guelaguetza 2022 Espadín Joven (250 bottles, 50.4% ABV) and exceptional second batch of Día De Los Muertos 2022 (1250 bottles, 51.3% ABV) are available online at mezcalchulele.com and in store at Great American Craft Spirits.

[#DiscoverYourChulele](#)

CHULELE® MEZCAL DOCUMENTARIES



THE STORY OF OUR CHULELE® ARTISANAL MEZCAL - ALL IN DOCUMENTARIES:

Chulele® is a sensory experience from the plant to the bottles. As part of the experience, we have released films documenting the production, the people, the place and the moments while our single batch release artisanal mezcals were being created.

CHULELE® ESPADÍN JOVEN - GUELAGUETZA 2022

12 Minute Film: <https://youtu.be/1oe6p0mU0-c>

1 Minute Trailer: <https://youtu.be/Vpls-cJ1Xlk>

CHULELE ESPADÍN JOVEN - DÍA DE LOS MUERTOS 2022

12 Minute Film: <https://youtu.be/KbZMVTJWBIQ>

1 Minute Trailer: <https://youtu.be/Llefuo9G3YM>

Tasting Notes: Breathe in the complex nose offered by the agave, this spirit has a robust flavor and abiding essence. The flavor notes and aromas are of the artistic Oaxacan people who share their energy to love and create. A complex nose offered by the agave is offset by fruity yet smoky herbal notes. This spirit has a robust flavor, emitting gentle lactic notes of toasted nuts and green apple to create an abiding essence.

GUELAGUETZA ESPADÍN JOVEN ARTISANAL MEZCAL

2022 LIMITED EDITION (250 Bottles)

WATCH: [Story of Espadín Joven Guelaguetza 2022](#)

Our first batch of Chulele® artisanal mezcal was crafted in Santiago Matatlán during the jubilant and colorful Guelaguetza festival in July 2022. A production run of just 250 bottles and with only 200 available for sale, it is even more exclusive than our Día de Los Muertos mezcal (1200 bottles).

Guelaguetza is the annual celebration by the people, a celebration for Oaxaqueños. During the festival, the eight regions of Oaxaca come together to share their regional music, dances, and traditional costumes. Their passion is felt in the processions filled with musicians and dancers adorned in handmade textiles and flowers – an expression of their love and pride for their land and people. It is a special time in the streets of el Centro, the historic center of downtown Oaxaca City. Vibrant colors emanate from the textiles and flowers spill out from every corner.

The energy and vibrant environment were captured when we sealed the cork and numbered each bottle of the 2022 Guelaguetza batch of this premium artisanal mezcal.

The carefully selected crop of mature Espadín agave was harvested to produce this extraordinary single batch release of Chulele® artisanal mezcal. It was lovingly crafted by Maestro Mezcalero Tomás Méndez. He, his family, and his experienced team from the community worked to harvest, cook, ferment, and distill - the essence of the people and the climate of hot July days and cold nights.

Daytime temperatures ranged from a high of 86F on the day of harvest to a low of 54F on certain nights during cooking and fermentation. Periods of rain were experienced on the day of crushing and preparation of the fermentation vats. On July 18th, when the Espadín agave finished five days of cooking, the Guelaguetza festival was in full swing.

Open this bottle of Chulele® Espadín Joven artisanal mezcal and be instantly transported into this world. The flavor notes and aromas are influenced by the artistic Oaxacans who share an energy to love and create.

[Asset Bank](#)- All Chulele® media assets are available [here](#) for download

LEARN MORE: [GUELAGUETZA – MEZCALCHULELE](#)

Tasting Notes: This spirit has a bold nose that captures the fragrant scent of ripe fruit and cinnamon. Its powerful yet smooth flavor of citrus notes offers a gently smoky, comforting essence.

DÍA DE LOS MUERTOS ESPADÍN JOVEN ARTISANAL MEZCAL

2022 LIMITED EDITION (1250 Bottles)

Gold Medal Winner 2024 San Francisco World Spirits Competition

READ: [News Release](#)

WATCH: [Story of Día De Los Muertos 2022](#)

Our single-release handcrafted batch of Chulele® artisanal mezcal celebrates and embodies the 2022 Día de los Muertos (Day of the Dead) festival in Oaxaca City, Mexico.

Following the Oaxacan traditions, our Maestro Mezcalero Tomás Méndez handcrafted our Día de Los Muertos mezcal in the same way as his ancestors have done for millennia. Only 1250 bottles of this special mezcal were produced, with only 1,200 bottles released for purchase. The single batch of this unique spirit (51.3% Alc./Vol.) will only be sold to the US market.

Handcrafted in Santiago Matatlán, Oaxaca, this mezcal celebrates and embodies the 2022 Día de los Muertos festival. The air is thick with the smell of marigolds and cock's comb flowers, traditional cooking, and sounds of music, laughter, and activity. Everything happening in Santiago Matatlán at that time, whether spiritual or environmental, helped Maestro Mezcalero Tomás Mendéz Hernández create this unique distillation.

The journey to creating our Día de Los Muertos artisanal mezcal was a collaborative effort, with many hands contributing, knowledge passing through generations, and the collective energy of a community coming together to bring this artisanal mezcal to life.

From plant to bottle, this single release mezcal captures the moments that were Día de los Muertos 2022. Día de Los Muertos artisanal mezcal is meant to be shared with people you love. To celebrate the present moment – when everyone can be together!

[Asset Bank](#) - All Chulele® media assets are available [here](#) for download

[Award Assets](#) - Download our award materials and content [here](#)

LEARN MORE: [DÍA DE MUERTOS – MEZCALCHULELE](#)



Chulele® embodies the soul of Mexico, celebrating the rich traditions and heritage of Oaxaca's mezcal production. Join in the exploration of the world of mezcal.

BRAND

Chulele® is an authentic, passionate, and mesmerizing storyteller that invites enthusiasts of fine spirits to embark on a meaningful journey through the traditions of Oaxaca, Mexico. With a passionate and educational spirit, Chulele® Mezcal takes pride in sharing the secrets of its craft, while celebrating the land, its people, and their culture.

As an ambassador of Mexico's rich culture and history, Chulele® artisanal mezcal ignites curiosity and exploration, inviting others to savor the magic of its culturally rich experiences. This mezcal brand establishes an emotional connection, leaving a lasting impression that lingers in the hearts of those who encounter it.



CHULELE® LOGOS WHITE

MEZCAL
ARTESANAL

CHU
LELE®

CHU
LELE®

CHULELE®



CHULELE® LOGOS BLACK

**MEZCAL
ARTESANAL**

**CHU
LELE®**

**CHU
LELE®**

CHULELE®



[High-resolution black logo folder: CLICK HERE FOR FILE DOWNLOAD](#)

CHULELE® PHOTOS

Guelaguetza 2022 Photos



Día de los Muertos 2022 Photos



The Chulele® Mezcal brand imagery was designed by Ideográfico, a boutique design studio in the city of Oaxaca. The beauty of the bottle is only a glimmer of what waits inside.

DESIGN

While living in Oaxaca, Founder Morten "LJ" Koch approached Ideográfico to develop a new brand of artisanal mezcal. He was looking for both a name and image that would convey the attachment Oaxacans have to their traditional customs, particularly the Day of the Dead celebrations.

Ideográfico was inspired by a belief among certain populations in southern Mexico that some people have the ability to transform into animals. And that once they die, their souls visit the living in the form of some animal, which they call "Chulel" or Chulele®.

The Chulele® brand logo is a fluid but robust, organic style. It is guarded by an arresting skull of an imagined animal mixed with plant-like antlers, embodying the Oaxacan Alebrije art form -- Mexican folk art depicting animals, people, objects combined to create imaginary creatures painted using vibrant colors and intricate detail.

In the development of the label, sketches were made that included one of the moth that pollinates the agave plant. Just as it would sit resting on the agave plant, a metal moth hangs on the shoulder of every bottle of Chulele® artisanal mezcal. Also on the neck of the bottle is a stamp commemorating the batch with a QR code on the back linking to the film we made documenting the moments of creation.

The Chulele® customer appreciates exclusive and authentic, high-premium products and is open and eager to explore new experiences.

CUSTOMER

People seeking out Chulele® artisanal mezcal will be amongst the following groups: true mezcal lovers, farm-to-fork enthusiasts and collectors of rare spirits. They seek unique and authentic high-quality spirits to elevate their drinking experiences, enjoying and savoring the sensory adventure.

They are passionate and ever interested in learning about different people, places and traditions. They come to respect the Oaxacan identity and values, appreciating artisanal mezcal as an authentic representation of the region's rich cultural heritage.

Enjoying high quality offerings, they are excited about bringing something exquisite to the table to share with friends.

Every person who obtains a bottle of Chulele® artisanal mezcal becomes part of an extraordinary, storied journey from plant to glass.

Chulele® is available for purchase online save for those US States that don't allow for online purchase of spirits.

The global mezcal market was valued at USD 387.10 million in 2021 and is expected to reach USD 2458.15 million by 2029.

THE EXPLODING MEZCAL MARKET

Globally, the demand for high-premium handcrafted spirits with a price range of USD 150 to USD 300 is exploding. Consumers are now switching to high premium and super premium spirits, which are the quickest growing category of spirit sales.

By the end of 2023 the tequila/mezcal category supplanted vodka, making it the most-purchased spirit by value in the US at around USD 13.3 billion, having already passed whiskey in 2022 at USD 12.3 billion (source Bloomberg). Mezcal is by far the fastest-growing alcoholic beverage in the US, as revenue increased 53% in 2021 over 2020 levels (source Bloomberg).

The category is projected to grow at a CAGR of 22.8% during the forecast period of 2021-2029 (source Data Bridge). Tequila/Mezcal revenue grew by USD 1.3 Billion in 2021, accounting for 31% of all distilled spirits growth in 2022 (source Distilled Spirits Council of the United States).

100% Agave

Chulele® artisanal mezcals are made solely with 100% agave, water, and natural airborne yeasts from the surrounding environment. Hand-crafted without pesticides or additives, Chulele® is a 100% natural product. Artisanal and ancestral mezcals are growingly accepted by the wellness community because they are completely organic and have no artificial ingredients or added chemicals.

The surging consumer preferences for agave-based spirits is projected to be the most significant factor driving the growth of mezcal globally (source Data Bridge).

Hand-crafted with no added sugars or artificial ingredients, mezcal is a natural product. To create mezcal is to honor tradition.

BACKGROUND

MEZCAL – THE TASTE OF OAXACA

Single batch releases of Chulele® artisanal mezcals are our way to capture and share the magic and beauty that is Oaxaca – land that carries forth traditions from the indigenous Zapotec and Mixtec peoples who have made this land of sierra and coast their home for hundreds of generations.

Oaxaca is the land of many 'pueblos' (towns) with more than 30 spoken languages. A unique approach to life survives and thrives here, where people are deeply connected to the land. For millennia, they have turned to their natural resources for survival, creating exceptional music, art, textiles, and cuisine.

Unaltered by modern materials and machines, the Oaxacan people continue to use their learned understanding of color, smell, and flavor in their purest forms to create and arouse.

Chulele® artisanal mezcals are the taste of Oaxaca. Each bottle tells a story about the beauty of Oaxaca, its inspiring land, people, and traditions. With every sip embark on a sensory journey that reveals the vibrant flavors and rich history of this enchanting place.

The more you know and understand about mezcal, the more you will appreciate it.

The word mezcal is derived from the Nahuatl word for agave, mexalmetl. Before the arrival of the Spanish and the introduction of spirit distillation, the indigenous people of Oaxaca fermented a beer-like drink from the agave called pulque. With this fusion of appreciation, creativity and knowledge, the process of making artisanal mezcal evolved and has remained almost unchanged for more than 400 years.

Generations of mezcal producing families have distilled artisanal mezcal only with agave and water - without pesticides or additives used in the growing or fermenting process.

NATURAL

Mezcal is made purely with 100% agave, water, and the natural bacteria from the agave plant and surrounding environment where it is produced.

[READ MORE ABOUT ARTISANAL MEZCAL AND THE TRADITION](#)

Chulele® artisanal mezcals are the embodiment of the highest standards of quality and purity. We distill a beverage with complex character on a par with the finest spirits in the world.

MAKING CHULELE® ARTISANAL MEZCAL

Chulele® Mezcal is made using artisanal methods handed down over generations. Following the traditions of the Oaxacan maestro mezcaleros, Chulele® artisanal mezcals are handcrafted in exactly the same way as their ancestors have done for millennia. All this work is part of what makes Chulele® unique.

Harvesting

The moment that the agave is harvested, a mezcal's story begins. Maguey is a native American word for large-leaved agaves, a family of succulent plants with over 300 species. Los cortadores or the cutters harvest the agave by hand using the tools and traditional methods passed on from their forefathers. Cutting the maguey is hard work, but by continuing to use these methods they create a distilled spirit without comparison.

Cooking & Grinding

The agave hearts are cooked in a conical oven, cut into the rich Oaxacan soil and lined with walls of river stones. This stone oven is one of the most critical parts of the process in the creation of a wonderful mezcal. The oven is literally built stone by stone each time it is used. Physical and heavy, the energy from each worker is passed to every stone as it is piled over the fire. Removing "la tapa" or earthen top from the underground oven is all done by hand and is back-breaking work. After cooking for four to five days, we grind the agave into a mash with the "tahona" - a type of round millstone. The stone wheel is turned slowly, crushing the maguey hearts with the power of a horse.

Fermenting & Distilling

The ground mash is then combined with water and moved to large pinewood barrels where the fermentation process slowly takes place. Once the fermentation is complete, the juice is distilled in copper pots to produce our signature mezcals with their rich textures and full-bodied flavors. The care our maestro mezcaleros take to craft each limited release batch is why Chulele® is sought after by aficionados and appreciated by those new to the world of artisanal mezcal.

[READ MORE DETAILS ABOUT THE PROCESS.](#)

From the fire is born the divine.

SANTIAGO MATATLÁN WHERE ARTISANAL MEZCAL IS MADE WITH PASSION & PRIDE

Santiago Matatlán is a small town, but it is the center of the mezcal world. Over 80% of all mezcal comes from this region.

In the Mexico national census of 2020, the population of Santiago Matatlán was 10,175. It's a small community that continues the customs of making their mezcal in both the artisanal and ancestral ways. The people here are all connected to mezcal production in some fashion. They have the utmost respect for the environment God has provided and for the tradition.

The people of Matatlán have deep connections to their indigenous roots, with over 8,000 residents speaking their traditional indigenous language, the majority speaking Zapoteco. They continue to cook and create artisanal crafts in the manner that their ancestors have done for millennia. The people are proud to speak the language and honor their food, music, and traditional way of life.

This is the reason Oaxaca and this area are so special.

Story about the community of Santiago Matatlán ([Download](#))

High quality artisanal mezcal like Chulele® is best enjoyed at room temperature and sipped neat.

HOW TO ENJOY CHULELE® ARTISANAL MEZCAL

Premium mezcals are never to be shot, as their aroma and complex flavor notes will be missed.

To understand Chulele® artisanal mezcal, its flavors and aromas, it is best to be sipped from a glass with a wider opening that allows your nose to comfortably take in its aroma before indulging in the taste and body of the mezcal.

Chulele® artisanal mezcal's smoky flavor and distinct aromas take signature cocktails to another level. It adds to the complexity of a premium cocktail made by a bartender or connoisseur looking to elevate their creation.

Ritual: Tradition dictates that the first sip of Mezcal is shared with others, symbolizing unity and camaraderie.

Some enthusiasts like to acknowledge the hands that created the mezcal by touching the glass to their forehead or heart before taking a sip. Often it is the custom to pour a small amount of mezcal to the earth as an offering before sharing a sip with your fellow adventurers exploring the fabulous world of mezcal.

Pairing: Chulele® artisanal mezcal can be accompanied by traditional Mexican snacks such as orange slices, chapulines (roasted grasshoppers), or a plate of sliced fruits.

You may opt to use sal de gusano (worm salt) and an orange slice or agave to cleanse the palate between sips.

Read More: [The Perfect Pairing: Mezcal, Chapulines, Lime & Sal de Gusano – a Match Made in Culinary Heaven – mezcalchulele](#)

The unique story of Chulele® and limited releases of high quality artisanal mezcal drives the exclusivity factor and encourages pre-purchases by our established community.

HOW TO ACQUIRE CHULELE® ARTISANAL MEZCAL

For Chulele®, LJ Koch Group, Inc (LJKG) has chosen a Direct-to-Consumer (DtC) business model with a focus on limited-volume, single-release batches of high quality artisanal mezcals.

Its DtC approach means Chulele® does not rely on the traditional distilled spirit distribution chain, which leverages on-the-ground relationships to build market share.

The Chulele® exclusive retail partner in the US is Great American Craft Spirits. Dedicated to the art of the small batch, they are the first and only spirits, wine and brew pavilion and monthly club. They strive to educate and enlighten their audience on what makes each artisanal creation they stock special. It is the perfect home for Chulele® artisanal mezcals.

For a limited time, the exquisite first batch of the Guelaguetza 2022 Espadín Joven (200 bottles, 50.4% ABV) and the exceptional second run Día De Los Muertos 2022 (1200 bottles, 51.3% ABV) will be available from our website <https://www.mezcalchulele.com> and Great American Craft Spirits.

[#DiscoverYourChulele](#)

The unique story of Chulele® and limited releases of high quality artisanal mezcal drives the exclusivity factor and encourages pre-purchases by our established community.

Learn more and purchase Chulele® artisanal mezcal at [mezcalchulele.com](https://www.mezcalchulele.com)

“From the cultivation of agave to the final sip, every step is infused with passion and respect for the land and its people.” - Morten “LJ” Koch

Q&A WITH MORTEN “LJ” KOCH - A FUSION OF TRADITION, CRAFT, AND ART

Q1: What sets Chulele® artisanal mezcal apart from other mezcal brands on the market?

We are no celebrity brand! Instead we spotlight the remarkable people, plants, production. To me, Chulele® Mezcal is not just a drink; it's a journey that encapsulates the essence of Oaxaca's rich cultural heritage and a celebration of their artistic souls. Each bottle pays homage to a special moment and time in Oaxaca. A commitment to honor the ancient traditions of artisanal mezcal production while embracing modern techniques. From the cultivation of agave to the final sip, every step is infused with passion and respect for the land and its people.

Q2: How does Chulele® artisanal mezcal pay homage to Oaxacan culture and craftsmanship?

Purely by accident or destiny, depending how you look at it, I fell in love with the vibrance and beauty of Oaxacan life. During my years there, I grew to understand the intricacies and nuances that make it a truly unique place. Chulele® artisanal mezcals are my way to share the story of this magical place with the world. We collaborate closely with local maestro mezcaleros, ensuring that each batch embodies the authentic flavors and traditions of Oaxaca. Moreover, our documentary-style film productions serve as visual tributes to the artisans and landscapes that inspire.

Q3: What inspired Morten “LJ” Koch to venture into the world of artisanal mezcal production?

My journey to launching this brand of mezcal began with a deep-seated admiration for Oaxaca's people, traditions, art and natural beauty. This magical place transformed me in ways I could not have expected. The experience living in and working from Mexico ignited a passion to celebrate and share this little known world – through film, production and sharing its story in an authentic way. Recognizing mezcal as a conduit for cultural exchange and economic empowerment, I embarked on a mission to craft spirits that embody and encapsulate the soul of Oaxaca.

Q4: Can you elaborate on the significance of the documentary-style film productions accompanying each Chulele® artisanal mezcal release?

Our films serve as more than just promotional material; they are cinematic expressions of our reverence for Oaxaca's essence. Through captivating visuals and storytelling, we invite consumers to embark on a sensory journey, tracing the origins of their artisanal mezcal from the agave fields to their glasses. By spotlighting the artisans and landscapes behind each bottle, we hope to foster a deeper connection between consumers and the rich tapestry of Oaxacan culture.

At Chulele®, we view ourselves as stewards of both tradition and sustainability.

Q&A WITH MORTEN "LJ" KOCH - A FUSION OF TRADITION, CRAFT, AND ART CONT.

Q5: What impact does Chulele® aim to have on local communities in Oaxaca?

At Chulele®, we view ourselves as stewards of both tradition and sustainability. By partnering with local maestro mezcaleros and promoting their craft to discerning markets, we aim to provide economic opportunities that preserve Oaxaca's cultural heritage. Additionally, our commitment to organic and sustainable production practices underscores our dedication to environmental conservation, ensuring that future generations can continue to enjoy the fruits of Oaxaca's land.

Q6: What are the future plans for Chulele® Mezcal?

We will continue to expand its presence while remaining faithful in its commitment to quality, authenticity, and sustainability. We envision new collaborations, limited-edition releases, and immersive experiences that deepen our connection to Oaxaca's cultural landscape. Through our endeavors, we hope to not only elevate the mezcal experience but also contribute meaningfully to the communities that inspire us. Following our Guelaguetza and Día de los Muertos batches of Espadín Joven Artisanal Mezcal, we are working on our next release of 1500 bottles of Tobalá Joven artisanal mezcal and our first small release of a Chulele® Añejo.

Q7. What did winning the coveted Gold Medal from the 2024 San Francisco World Spirits Competition mean to you?

Beyond the delight and surprise to win this incredible recognition as the world's best mezcal, I feel this is a shared honor. This Gold award casts the brightest and warmest light on our inspiration to bring this traditional Oaxacan spirit to the world. Our artisanal mezcal captures, honors and shares the unique culture that is Oaxaca – the amazing people and their distinct land through their sophisticated spirit with endless varieties, premium quality, powerful aromas and complex flavor notes. This is the highest accolade in our profession -- and especially as a newcomer -- I am ecstatic that our tireless labor of love is respected by the world's most discerning experts.

BONUS FAST FACTS & LINKS!

PRODUCTION PROCESS

Until recently, mezcal was considered a drink for the poor or working class. Before the arrival of the Spanish, the indigenous people of Oaxaca fermented a beer-like drink from the agave called pulque, and it was made for many generations prior to the Spanish introduction of spirit distillation. With this fusion of cultures and knowledge, the process of making mezcal evolved and has remained almost unchanged for more than 400 years. The word mezcal is derived from the Nahuatl word for agave, mexalmetl. We honor and use these same traditional methods when we make Chulele® artisanal mezcals. Every batch is hand-crafted by those who practice the artisanal ways handed down from their forefathers.

- Article about our artisanal mezcal production process ([Download Article](#))
- Photos showing the Chulele® artisanal mezcal production process ([Download Photos](#))

- Articles about the batch ([Access Folder](#)):
 - Story about the festival ([Download](#))
 - Story about production ([Download](#))
 - Timeline of production ([Download](#))

CONTACT INFORMATION

Jason Brandes
Marketing Director
jbrandes@mezcalchulele.com
+1-204-250-7660

Morten "LJ" Koch
Founder
ljkoch@mezcalchulele.com
+1-604-398-3847

Heather Kirk
PR & Media Relations
heather@immediapr.com
+1-416-500-1752

WEB + SOCIAL MEDIA

- Website - <https://www.mezcalchulele.com>
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"When a friend wanted to share his Chulele® with me, I was dubious, but after the first pour, I asked for another.. and another.. and another. For me, mezcal was an acquired taste. At first, I was surprised by the smokiness, but I've come to love it, either in a mezcalita or neat. It's also such a special spirit, I always keep a bottle of Chulele® on hand for myself and to share with friends." - Michael Mazor, Owner Pitaya clothing stores