

NEWS RELEASE

Chulele® Artisanal Mezcal Wins Gold at the 2024 San Francisco World Spirits Competition After Launching in the USA this Year

San Francisco, California: Chulele® has won the Gold Medal at the prestigious San Francisco World Spirits Competition for its single batch release Día de los Muertos Artisanal Mezcal. Only 1200 individually numbered bottles (51.3% alcohol by volume) are available for online purchase at mezcalchulele.com.

Chulele® artisanal mezcal is made in the traditional way — on the same land, by hand and using rustic horse drawn equipment — with agave, water, and natural yeast as the only ingredients. Pure and free from additives, their artisanal mezcals are truly organic. Chulele® captures the environment, people and culture unique to the moment in Oaxaca when their mezcaleros create each single release batch.

This award signifies the high premium quality of Chulele® single batch artisanal mezcal. The flavor notes and aromas are a reflection of the moment it was crafted. Only possible through the passion of Maestro Mezcalero Tomás Mendez Hernández and the vision of Chulele® founder and certified mezcal producer, Morten “LJ” Koch. His desire is to share the magical world of Oaxaca through this high quality spirit and by releasing a documentary that captures the people and moment it was created. This batch shares the story of production during the 2022 Día de los Muertos festival in Oaxaca.

Delighted to stand out among other top mezcal makers, Koch likens this Gold Award to winning an Oscar but for the spirits industry. “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.”

Chulele® is working on its next super exclusive single batch release of a two-year Espadin Añejo . Be the first to know when these rare bottles are available for pre-purchase – from Oaxaca, Mexico, to your front door by joining the Chulele® mailing list at mezcalchulele.com.

The San Francisco World Spirits Competition (SFWSC) started in 2000. It is the oldest and largest scale contest for spirits in the world. Their goal is to honor great spirit-making – to help established and new distillers further excellence within the craft. The SFWSC is a leader in setting high quality and skill standards in the industry.

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Notes to Journalists

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

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