

RAICILLA DE LA SIERRA

DATA SHEET



100% AGAVE MAXIMILIANA

HECHO EN MÉXICO



BULLMARO

RAICILLA DE LA SIERRA

LOS
CUERNOS
DEL AGAVE

DATA SHEET



Product information

Product name: Bullmaro.
Type: Premium Raicilla de la Sierra.
Style: Plata – Unaged.
Distillation: x1.
Category: Handcrafted made Raicilla 100% agave Maximiliana Baker.
Region: Sierra Alta Occidental, Mascota, Jalisco, Mexico.
Denomination of Origin: Jalisco, Mexico.
UPC code: 7503037002007.
Destination: USA.
NOM 257.



Product Description

- Market segment: Raicilla-Premium category.
- Protected Designation of Origin (PDO): Raicilla. (Jalisco and its municipalities).
- Organic and natural product, bottled in clear glass, standard paper label, hermetically sealed.
- Raicilla produced and bottle of origin according to NOM 257.

Organoleptic features

- Visual:** Clear, brilliant, crystal color.
- Body:** Creamy body, with a smooth texture.
- Aroma & flavor:** Robust and herbal, with intense agave and anise flavor, framed with notes of citrus flavors.
- Slowly made at our taberna with one distillation.
- This type of Raicilla is not subject to any aging process (Unaged).

Analytical Tasting

- Bullmaro Premium Raicilla is made of 100% Maximiliana agave, carefully crafted, making sure no impurities are left, using the best of the distillation process (Corazón), guaranteeing a unique agave spirit.
- Fragrances of herbs, intense agave and green pepper notes which is a direct result from the fermentation process monitored very closely by our “Maestro Raicillero”.
- Our single distillation helps us achieve a solid product with more flavor, while still keeping its oiliness and density obtained by passing our final distilled product through our copper wired/wood fired still.
- The intense “lágrimas” or tears in the glass reflect a direct result of our process achieved by multigenerational knowledge passed from family member to family member, applying ancient techniques as simple as using "hornos de mampostería" to cook the agaves slowly, just like the old days.
- Bullmaro’s color reflects the purity and cleanliness of all of our production steps, clear, brilliant, no hidden additives, as clear as it can be.

BOTTLE



0.24' / 24.3 cm

0.09' / 9.2 cm

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-Bullmaro’s aromas are inviting, appealing, reflecting the character of the land, its minerality, a full blast of freshness in a glass.
 -With a full body, an inviting array of flavors and an amazing long finish, Bullmaro Raicilla will define the Raicilla category.

-At 40% ALC/VOL (80 proof) we are able to keep the characteristics of the Maximiliana agave to the fullest, a premium unique versatile spirit, distilled to be enjoyed on those special occasions, celebrating the best spirit Mexico has to offer.



Production

Bullmaro Raicilla is 100% Artisanally handcrafted, made with hand-picked wild agaves, selected from the Sierra Alta Occidental Mountains in the Mascota area in Jalisco (D.O approved), transported to our Taberna, operated by Maestros Raicillero leading and assuring the best production standards while still keeping its Artisanal Heritage. Using ancient style Arab distillation techniques, cooking the agave in hornos de mamposteria, extracting the juices and distilling in copper / wood fired stills, then fermenting the juice in clay pots.

Packing

Bottled in a clear glass bottle, topped by a synthetic cork with a wooden top closure, hermetically sealed.

Labelling:

Government approved labelling, 3 labels total, 2 of those labels contain all the necessary information required by all regulatory agency.

- 1.- Necker label:** Covers the top neck of the bottle.
- 2.- Main label:** Covers the center of the bottle.

Label Key Information:

- The world Raicilla and its type.
- Trademark followed by symbols.
- The legend 100% Agave Maximiliana.
- Alcohol content expressed in %.
- Raicilla category.
- Raicilla class.
- Lot number and bottle number.
- Net content expressed in milliliters.
- “Limited Edition” legend.
- NOM (Norma Oficial Mexicana).
- “Made in Mexico” legend.
- Official Mark.

- 3.- Back label:** Is placed on the back of the bottle in a centered position.

Following information is contained in the label:

- Name or business name of the authorized producer.
- Address of the authorized producer.

LABEL



4.84' / 12.2 cm

4.14' / 10.53 cm



4.01' / 10.2 cm

3.11' / 7.9 cm



0.90' / 2.3 cm

4.01' / 10.2 cm

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- Official Mark.
- The necessary legends established by the sanitary legislation.
- Bar code.
- “Made in Mexico” legend.



Packaging / Size & Volume

Case Pack: 6 Bottles

Bottle: 750 ML

Alc./Vol. 40%

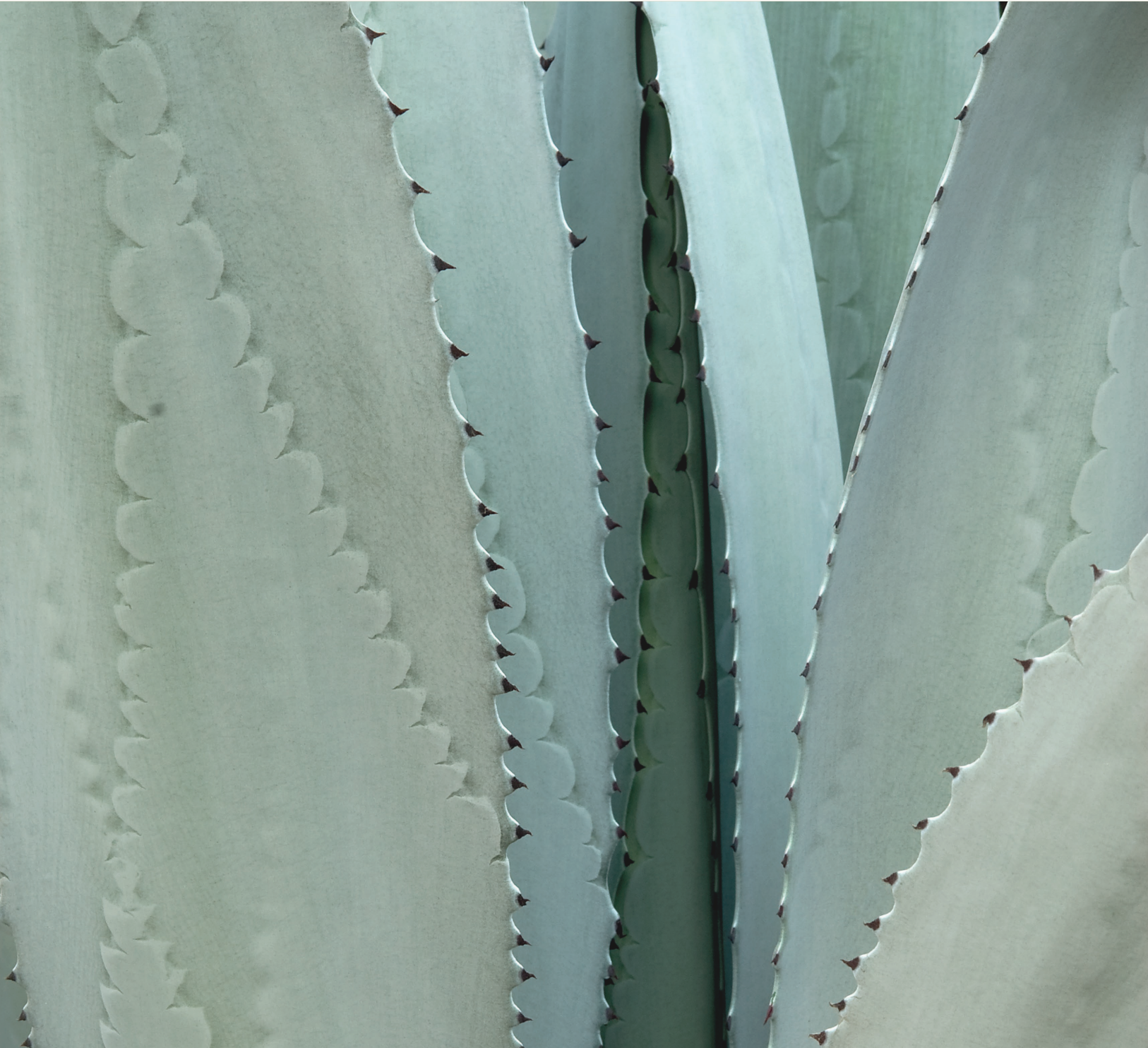
Case Size: Height 25 cm / 9.84'

Width: 19 cm / 7.48'

Long: 29 cm / 11.41'

Gross weight per case: 8.4 kg / 18.51 lb

Pallet Dimensions			Weight	Cases per Layer	Layers per Pallet	Cases per Pallet
High	Width	Length				
146 cm 57.48'	122 cm 48.03'	104 cm 40.94'	990 kg 2182.58 lb	20	5	100



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Sierra Alta
Spirits
Destilados de Agave Premium