

For Immediate Release
Contact: Heather Freeman (800) 987-9806
Heather@heatherfreeman.com

**Oyamel Cocina Mexicana Celebrates the Finest Spirits of Mexico at the
3rd Annual Tequila & Mezcal Festival**

Washington, D.C., (February 22, 2010)— From March 1 to 14, José Andrés and Oyamel Cocina Mexicana will celebrate the third annual Tequila & Mezcal Festival. During the two-week celebration, guests will be treated to the best in premium tequilas and mezcals in flights and innovative specialty cocktails. Oyamel will also host daily complimentary tastings and cocktail demonstrations by their talented mixologists and special guests. A special menu crafted by Head Chef Joe Raffa, incorporating the spirits, will also be available. In addition, Oyamel is pleased to introduce newly launched mezcal, Fidencio.

During the Tequila & Mezcal Festival, Oyamel patrons will have the opportunity to sample some of the highest quality tequila and mezcal. Three exclusive flights will be offered at \$15 and \$16 and include The *Siembra Azul* flight of Blanco, Reposado, Añejo and the *Mezcal Flight* featuring the Fidencio Mezcal, Del Maguey San Luis del Rio and Del Maguey la Crema. The ultimate flight is “*José’s Favorites*” and it includes Siembra Azul Blanco, Fidencio Mezcal and Del Maguey Tobala.

Oyamel’s creative mixologists are also creating tempting tequila and mezcal cocktails ranging in price from \$10 to \$12. These innovative concoctions include the *Oaxacan Fizz*, a twist on the Ramos Gin Fizz made with Fidencio Mezcal combined with house made horchata, Jerry Thomas bitters and egg white and the *Mexican Mai Tai* with Siembra Azul Blanco and Añejo tequilas combined with fresh squeezed lime juice, Kaluha and a touch of mint.

Complimentary tasting opportunities and cocktail demonstrations will be open to the public and held Tuesday, Wednesday and Thursday of both weeks in Oyamel’s Butterfly Bar from 4 to 6 p.m. On Tuesday, March 2, Oyamel hosts a tasting of Fidencio Mezcal with Arik Torren followed by a cocktail demonstration. On Thursday, March 4, special guest David Suro of Siembra Azul will host a complimentary tasting of his premium small batch tequila.

Chef Joe Raffa will offer a special menu of antojitos during the festival showcasing the culinary use of Mexico's treasured spirits. Featured items include *Taco de panceta con ostiones*, tequila marinated pork belly & smoked oyster al pastor taco; *Ceviche de cayó de hacha con tequila y sanguínea*, scallop ceviche with tequila, blood orange and ancho chile and *Ostiones Alvarado*, a spicy oyster stew from the fishing town of Alvarado in Veracruz with tomatoes, jalapeño chile, rice and Mexican cinnamon. Specials will range in price from \$8-14.

This annual event celebrates the rich heritage, versatility and distinction of Mexico's most famous spirits. The product of agave plants, mezcal is a distilled alcoholic beverage unique to Mexico. Tequila is produced from one specific type of agave, the blue agave or *agave tequila*. All tequila is mezcal but not all mezcal is tequila. Oyamel is one of a handful of restaurants in the country to be awarded the coveted *Agave De Oro*, the highest "Distintivo T" certification given out by the Tequila Regulatory Council of Mexico for its extensive list of tequilas. In addition to their list of 60 different tequilas, Oyamel is also one of the few restaurants that also features a large selection of premium mezcal and serves it in the proper glass, a specialty glass that allows for the aromas and flavors to be released.

Oyamel is pleased to showcase Fidencio during the Tequila & Mezcal Festival. Fidencio is a 100 percent agave espadín, 100 percent Oaxacan, ultra-premium mezcal made by a fourth-generation mezcalero in the small Oaxacan town of Santiago Matatlán. Twice-distilled using all estate-grown, 10 year old (or older) agave espadín piñas, Fidencio is produced without smoke distinguishing it from other mezcal. Fidencio roasts the agave in a radiant steam oven, creating a neutral heat that doesn't rely on wood-burning or earthenware to imbue flavor.

Named one of the best new restaurants of 2007 by *Esquire* magazine, Oyamel Cocina Mexicana's small plates are inspired by antojitos and tacos, the classic street food of Mexico. Oyamel's strong commitment to authenticity was recently recognized by the Mexican government which awarded Oyamel the "Sabores de Mexico" prize, an award given to restaurants outside of Mexico that meet the Mexican government's strict standards for authentic Mexican cuisine. Part of Chef José Andrés' THINKfoodGROUP, Oyamel is located at 401 7th

Street NW in Washington, DC. For more information including hours of operation and reservations information please visit the website, www.oyamel.com, or call (202) 628-1005.