



Fidencio Mezcal Awarded Gold Medal at San Francisco World Spirits Competition
Artisan spirit ranked among the top mezcals in the world



New York, NY, March 2010 – Microdistiller Fidencio Mezcal scored an impressive win at the 2010 San Francisco World Spirits Competition. The brand's inaugural bottling launched in late 2009 and already is one of just seven mezcals to receive a gold medal or higher at the annual tasting event.

"We're extremely proud to have been awarded a Gold Medal by the judges at the San Francisco Spirits Competition," said Arik Torren, co-founder and COO of Fidencio Mezcal. "It's our first year in business, and now we have a pretty high bar to live up to. We're excited to continue to produce great mezcal and introduce Fidencio to a growing audience."

Fidencio Mezcal offers a wholly-unique flavor profile. Twice-distilled using 100 percent estate-grown, 10 year old (or older) agave espadín piñas, Fidencio is produced *sin humo*, or without smoke. 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. This innovative technique was developed by Fidencio mezcalero Enrique Jimenez, and the result is a smooth, crisp and clean mezcal that highlights the pure, elemental expression of the agave espadín from which it's made.

Recognition in The San Francisco World Spirits Competition is among the highest honors a spirit brand can receive. The 30 judges on the tasting panel include some of the top wine and spirits authorities in the world, such as Anthony Dias Blue, Tony Abou-Ganim, and David Wondrich, and to be considered worthy of a gold medal is a remarkable achievement for a first-time distiller.

Fidencio Mezcal is *joven*, which means no aging occurs, and as such is immediately bottled onsite in Matatlán. Fidencio Mezcal is 80 proof (40% abv), and is available at fine spirits shops nationwide for \$44.99. For more information, cocktail recipes and details about where to buy Fidencio, please visit www.fidenciomezcal.com.