



# WINEBOW

FINE WINE + SPIRITS

## Winebow Expands Distribution of El Buho Mezcal into New York

**Richmond, VA – February 26, 2020** – Winebow, a national leading distributor of fine wine and spirits, is pleased to announce that it is the exclusive distributor in New York of El Buho Mezcal, the Oaxaca-based brand whose mission is to provide hand-crafted mezcals using sustainable practices at affordable prices. With the addition of New York, Winebow now distributes El Buho Mezcal in five states, including Illinois, Minnesota, Washington, and Wisconsin.

“Winebow has had tremendous success with El Buho,” said Richard Driscoll, Executive Vice President, Supplier Relations. “The Jimenez Mendez family produce exceptional mezcals that are unique in the category, and we are honored to have them in our portfolio. We are also fortunate to have a great partnership with the entire El Buho team and are thrilled to extend our relationship further by bringing their mezcals to our customers in New York.”

El Buho Mezcal was founded in 2012 by Chef T.J. Steele, of the Michelin-starred restaurant Claro in Brooklyn, NY, John Henry, and Adam “Red” Parker. Together they joined forces with the Jimenez Mendez family who has been producing mezcal in the town of Santiago Matatlán, Oaxaca for over five generations. Established in 1880, the Don Isaac Distillery is now overseen by Octavio Jimenez Monterroza, who with his wife Elsa and their three children, carefully craft what many consider to be the most labor-intensive spirit in the world. The brand is called El Buho – which means “the Owl” in Spanish – as it’s a revered symbol in Mexican culture that represents the link between the living and the dead, carrying souls from the living world to the afterlife.

Oaxaca produces 92 percent of all the mezcal that is made in Mexico, with the majority being produced in Santiago Matatlán. It is here where El Buho’s four distilleries or *palenques* are located, although the family also sources agave from surrounding towns as far as 51 miles away. El Buho Mezcal and the Jimenez Mendez family work together to maintain a sustainable equilibrium in their production practices, planting cultivated and wild agave species on over 75 acres in Oaxaca, which in turn, offer the capacity to meet incremental demand growth. The team also employs a Director of Agriculture who oversees the organic farming practices, using chemical-free methods while recycling waste materials and organic matter in the nursery and mature agave fields.

“After seven years developing a strong working relationship with Winebow in four states, El Buho Mezcal is proud to announce its partnership with Winebow in our home market of New York,” said Red Parker, Co-Founder, El Buho. “We are excited to jointly represent the high quality, hand-made mezcal from the Jimenez Mendez family in Oaxaca, Mexico.”

Winebow distributes the following mezcals from El Buho: Espadin, Ensemble, Cuishe, Tepeztate, Jabali, Pulquero, and Tobala-Espadin.

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### **About El Buho Mezcal**

Since 2012 El Buho Mezcal has been bringing consumers top single-source, handmade mezcal at a fair price. Our mezcal is produced by the Jimenez Mendez family, fifth-generation mezcateros in Oaxaca, Mexico, and is currently distributed exclusively in the United States. Our flagship mezcal is made from the Espadin agave while our six additional El Buho Especial varietals are made from rare and wild species of agave. El Buho preserves the tradition and sustainability of mezcal through ethical production practices. For more information please visit @ElBuhoMezcal or [www.elbuhomezcal.com](http://www.elbuhomezcal.com)

**About Winebow**

Winebow is a national importer and distributor that offers a dynamic portfolio of fine wine and spirits from around the world. Since 1980, the company has represented some of the most established properties in prominent growing areas, as well as a new generation of winemakers and distillers who are dedicated to innovation and quality. Winebow's national distribution platform comprises 20 markets that cover nearly 70 percent of the wine consumption in the U.S. Winebow Imports' four divisions— Craft + Estate, LLS, MundoVino, and Negotiants USA—are each dedicated to specific regions and have their own sales, brand, and marketing specialists. With a commitment to exceptional service, Winebow strives to be the best partner to its customers and suppliers, and to inspire a passion for fine wine and spirits nationwide. For more information, please visit [www.winebow.com](http://www.winebow.com).