

# PALENQUEROS



Founded in 2017, La Maison & Velier is a joint venture between two powerhouse entities in the world of artisanal spirits, each with its own rich heritage and expertise.

La Maison du Whisky, based in France, has been a leading name in the European distribution and promotion of high-quality whiskies and rare spirits since 1956. Known for its discerning curation and dedication to education, it has been instrumental in cultivating a refined appreciation for whiskies across Europe.

Velier, headquartered in Italy, is an importer, wholesaler and brand creator celebrated for its commitment to discovering unique and rare spirits from around the world with an emphasis on r(h)ums. The company has been a trailblazer in the world of spirits for seven decades, celebrating its 70th anniversary the same year LM&V was founded.

Together, La Maison & Velier unites their distinct visions, creating a curated portfolio that shares a true expertise, passion for discovery, transparency of practices, and a deep respect for artisanal spirits.







LA MAISON & VELIER

# HÉCTOR VÁZQUEZ

Héctor Vázquez brings decades of experience and expertise to the Palenqueros project. After studying business management and earning a Masters Degree in Marketing and Communication, Héctor began working in the agave world from all angles: brand management, production, export and nearly a decade as a Palenquero himself.

In 2016 he began working in collaboration with La Maison & Velier as the project coordinator, facilitating the selection of batches to be considered as part of the Palenqueros line up by the LM&V team. Héctor works hand in hand with the Palenqueros and cares for the logistics and export. He also serves as a consultant to the Palenqueros for sustainability and regenerative agriculture practices.







LA MAISON & VELIER



# CELEBRATING THE PALENQUEROS



First launched in 2019, the Palenqueros range makes a long-awaited return to the US Market. Five years after the inaugural release, this second range illustrates that while many things can change - the availability of certain agaves, trends in the market, shipping costs - the quality spirit of a maestro palenquero is timeless.

When curating this collection of destilado de agave, the focus goes beyond the villages or agave varieties — this range honors the master distillers themselves: the palenqueros. Their names are proudly displayed on the labels, with their portraits featured on each bottle to highlight their craftsmanship. Details of production are highlighted with full transparency.

Palenqueros is a collaborative project celebrating the expertise of six artisanal producers from various villages in the state of Oaxaca with project coordinator Héctor Vázquez.

Each bottling is made by producers who use only organically harvested (no pesticides) agaves, cooked and fermented spontaneously with the natural ambient yeast unique to each distillery. Distilled on small pot stills and bottled at full proof to preserve the authenticity of their historical flavors. Palenqueros seeks to draw a detailed map of the rich history of Oaxaca's terroir, the diversity of agave species and the natural conditions that give the agave a deep formation during its long growing process.



# ALBERTO ORTIZ



Fourth generation master palenquero Alberto Ortiz produces his destilado de agave in the village of Bramaderos, Miahuatlán, Oaxaca which sits at 1656 meters above sea level. Alberto cooks his agave in a 11-ton conical underground oven pit before it is crushed by hand using a mesquite mallet in a stone canoe. Fermentation takes place in 1400 liter pine wood vats using only the ambient yeast of the distillery. Distillation takes place on a beautiful 350 liter copper pot still heated by direct fire.



# ALBERTO ORTIZ TOBALA

Producer: Alberto Ortiz

Location: Bramaderos, Miahuatlán, Oaxaca

Elevation: 1656 meters above sea level

Maguery: Tobala Silvestre - Agave potatorum

Cooking: Conical cone earthen oven pit

Grinding: Crushed by hand with wooden mallet

Fermentation: Five days with ambient yeast in pine vats

Distillation: 350 liter copper pot still

Bottling: Still strength of 50.1% abv.

Production: 400 bottles

Tasting notes:

Dulce de leche immediately emerges followed by bold fruit and vegetal and resinous tones reminiscent of young tree sap and fresh green herbs.



# ESPADIN

Producer: Alberto Ortiz

Location: Bramaderos, Miahuatlán, Oaxaca

Elevation: 1656 meters above sea level

Maguery: Cultivated Espadin - Agave angustifolia

Cooking: Conical cone earthen oven pit

Grinding: Crushed by hand with wooden mallet

Fermentation: Seven days with ambient yeast in pine vats

Distillation: 350 liter copper pot still

Bottling: Still strength of 49% abv.

Production: 1333 bottles

Tasting notes:

Delicate, creamy sweetness, with notes of hazelnut veering towards citrus and pineapple. Salty notes on the finish give way to a sweetness of ripe fruit and roasted corn.





# ONOFRE ORTIZ



Created by fifth generation master palenquero Onofre Ortiz in the village of Bramaderos, Miahuatlán, Oaxaca sitting at 1656 meters above sea level. Onofre cooks his agave in a 11-ton conical underground oven pit before it is crushed by hand using a mesquite mallet in a stone canoe. Fermentation takes place in 1400 liter capacity pine wood vats using only the ambient yeast of the distillery. Distillation is made on a 350 liter copper pot still heated by direct fire.



# ONOFRE ORTIZ MEXICANO



Producer: Onofre Ortiz

Location: Bramaderos, Miahuatlán, Oaxaca

Elevation: 1656 meters above sea level

Maguero: Cultivated Mexicano - Agave rhodacantha

Cooking: Conical cone earthen oven pit

Grinding: Crushed by hand with wooden mallet

Fermentation: 7 days with ambient yeast in pine vats

Distillation: 350 liter copper pot still

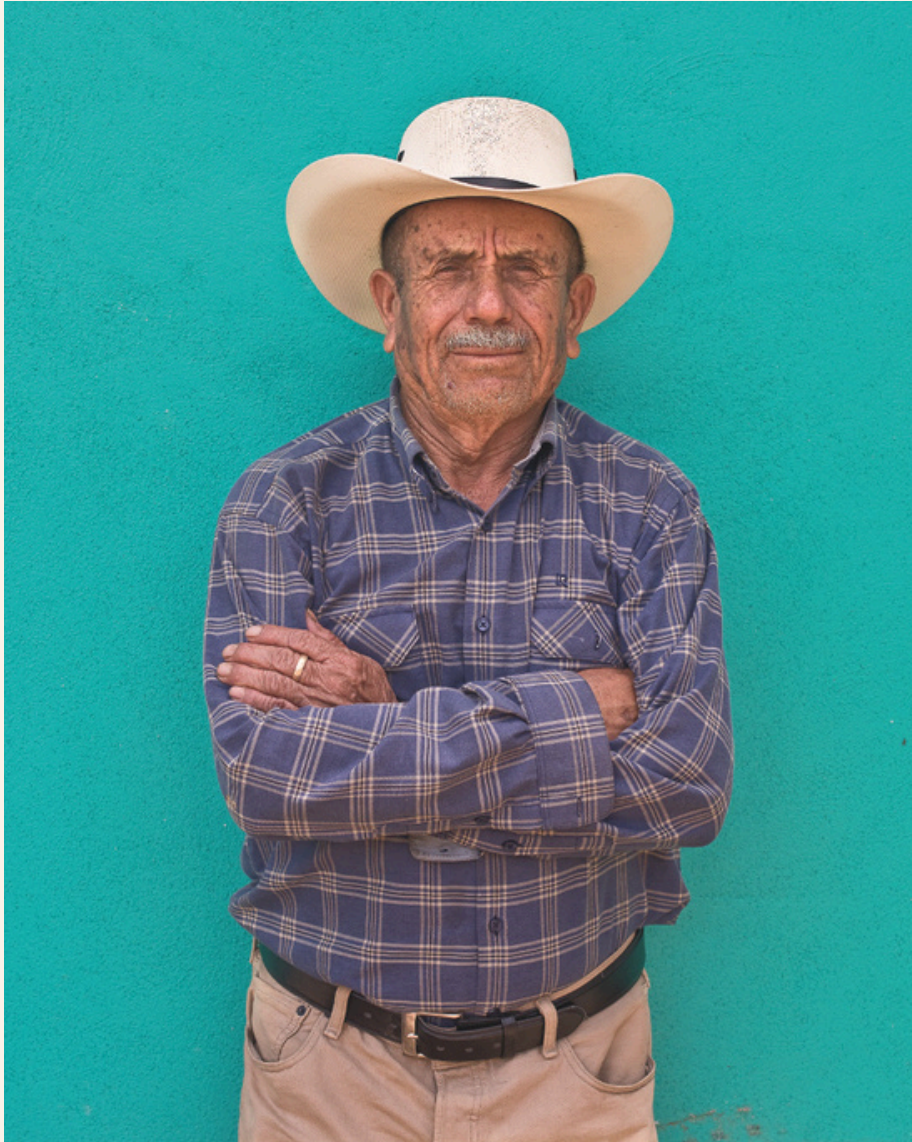
Bottling: Still strength of 47.9% abv.

Production: 1133 bottles

Tasting Notes:

Sweet, herbaceous and resinous notes carry through the palate of Toasted caramel and burnt cream evolving towards toasted nuts and ripe fruit.

# VALENTE GARCIA



In the village of Santa Maria La Pila at 1552 meters above sea level, fourth generation producer Valente Garcia produces his destilado de agave alongside his sons Adrian and Raul, and his grandson Semei. Cooked in two conical stone oven pits of 20 and 25 ton capacity, the agave is hand crushed with a wooden mallet in a concrete canoe. Fermentation occurs using the ambient yeast of the distillery in cypress and pine wood vats with an average capacity of 1500 liters. Distillation is made on ten 350 liter copper pot stills heated by wood fire.





# VALENTE GARCIA MADRECUISHE



Producer: Valente Garcia

Location: Santa Maria La Pila, Miahuatlán, Oaxaca

Elevation: 1552 meters above sea level

Maguery: Cultivated Madrequishe - Agave karwinskii

Cooking: Earthen conical oven pit

Grinding: Crushed by hand with wooden mallet

Fermentation: Five days with ambient yeast in pine & cypress Wood vats

Distillation: 350 liter copper pot still

Bottling: Still strength of 48.9% abv.

Production: 933 bottles

Tasting Notes:

Rich, caramel sweetness beautifully layers with undertones of roasted cocoa. The mouthfeel is luxurious and enveloping, with a bittersweet finish with nutty nuances.

# BALTAZAR CRUZ



Baltazar Cruz is a first-generation Palenquero who is known for his entrepreneurial skills. The region of San Luis del Rio, which sits at 955 meters above sea level, is renowned for the quality of its soil, favorable to the cultivation of many agave varieties. Baltazar cooks his agave in a 16-ton conical stone oven pit before it is crushed by mule-drawn tahona and fermented in 14 pine wood vats using the ambient yeast of the distillery. Distilled in his four classic 300 liter copper stills heated by wood burning fire.



# BALTAZAR CRUZ TEPEXTATE

Producer: Baltazar Cruz

Location: San Luis del Rio, Tlacolula, Oaxaca

Elevation: 955 meters above sea level

Maguery: Tepextate Silvestre - Agave marmorata roezl

Cooking: Conical stone oven pit

Grinding: Tahona, mule drawn

Fermentation: Four days with ambient yeast in pine vats

Distillation: 300 liter copper pot still

Bottling: Still strength of 48.5% abv.

Production: 1000 bottles

Tasting notes:

Honeyed notes quickly give way to a resinous quality of fresh tree sap. complex and constantly evolving with herbaceous notes of pine and eucalyptus to vibrant hints of fresh citrus.



# SIERRA NEGRA

Producer: Baltazar Cruz

Location: San Luis del Rio, Tlacolula, Oaxaca

Elevation: 955 meters above sea level

Maguery: Sierra Negra Silvestre - Agave americana oaxaca

Cooking: Conical stone oven pit

Grinding: Tahona, mule drawn

Fermentation: Four days with ambient yeast in pine vats

Distillation: 300 liter copper pot still

Bottling: Still strength of 51% abv.

Production: 800 bottles

Tasting notes:

Spicy nuances of black pepper and nutmeg mingle with a notable mineral salinity balanced by creamy lime tart and fresh garden mint.







*ASK FOR IT*

**La Maison & Velier**

**[www.lmvusa.com](http://www.lmvusa.com)**

**[k.perry@laisonandvelier.com](mailto:k.perry@laisonandvelier.com)**