



Kimo Sabe Mezcal announced today that it will launch its luxury line - **Colección de las Maravillas** - with the world premiere of the first expression ***Cinco de Noviembre*** at two American Distilling Institute (ADI) events at the spirits industry annual meet-up, **Tales Of The Cocktail 2017** in New Orleans, LA.

Cinco de Noviembre won **American Distilling Institute's** top **Agave Spirits Category** honor, ***Best In Class 2017***.

Members of the media; mixologists; bar owners; agave, tequila & mezcal lovers and craft spirit aficionados are invited to sample ***Cinco de Noviembre*** at either of these two special tasting events:

Taste of Gold

Thursday, July 20

10:30 am - 12:30 pm

Hotel Monteleone--Riverview Room

Cream of the Crop

Saturday, July 22

3 pm - 5 pm

Hotel Monteleone-- Royal A&B Rooms

Cinco de Noviembre was crafted by Kimo Sabe's Co-Founder Ashley Kvamme and COO of Mexican Operations, Diana Rivas.

"Our collaboration has been a labor of love. We believe that Cinco de Noviembre will delight and surprise," said Founder Kvamme. "We're thrilled to bring this new, complex mezcal to market."

Nearly four years in the making, Cinco de Noviembre pays homage to the rarest of agaves across the mezcal regions of Mexico. The process began with a year-long search to find the six rare varieties needed that could be harvested sustainably. The exacting process of combining flavors began with blending single and double distillations, then marrying them in a third distillation to achieve the desired flavor. In a step unique to Kimo Sabe, the fourth and final distillation was harmonized by Kimo Sabe's proprietary sound wave technology and then left to rest slowly in glass for over two years. The result is exotic tropical notes in perfect harmony with aromas of cacao and spice complemented by notes of vanilla, cinnamon, toasted almond and sweet cooked agave.

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