

## THE DROP

### CHEERS!

All of us here at University Distributors wanted to send you drops of industry news to fill your glasses. You'll find new products we love, featured vendors we are working with, & more!

## UNIVERSITY DISTRIBUTORS HIGHLIGHT

### BANHEZ MEZCAL ARTSEANAL

Raised in Oaxaca, Francisco Javier Perez Cruz saw the hardship that followed families making mezcal. This was part of their heritage but the life was hard and unsustainable, forcing families to separate. Knowing first-hand what it meant to leave family behind in search of work, he thought that if he could keep the hard-working families together and devise a way for them to work towards a common goal, they could be successful. After returning to Ejutla with his own family, Francisco was appointed Treasurer of Ejutla in 1996 and Mayor in 1999. He learned how to grow and harvest Espadín working with his brother Bertoldo's farm.



His mother, who had started an agave nursery with neighboring women, taught him about the best conditions for growing strong plants. Both mother and brother passed away soon after, but Francisco Javier continued with the work his family started.

His work, inspired by his own family, has changed the tradition of making mezcal into a community, one committed to the quality of their craft, and raising one another other up. Today, the Banhez Cooperative of farmers and producers, unified by Francisco

Javier, form the Unión Productores de Agropecuarios del Distrito

de Ejutla de Crespo (UPADEC) and is run by his son, Luis. The life of a mezcalero once meant inconsistent work, low wages and an uncertain future. The 36 farming families behind the Banhez Cooperative are changing this, improving lives now and for generations to come. Contact Chad Adams for more information at [Chad@universitydistributors.com](mailto:Chad@universitydistributors.com).



### IN THE NEWS II BORRO

We are proud to announce another important award received by Il Borro Igt Toscana 2017. The Quattro Viti, the highest recognition of Vitae Guida Vini 2022, published by the Italian Sommelier Association.

**2022 WORLD OF WHISKEY**  
**THURSDAY, JANUARY 27TH**  
**THE TEA ROOM, DES MOINES**

It will include many products that are extremely rare or unique and in small production or only available at this event. Our retailer sponsors are hand selecting items and will be presenting in a classroom style tasting. There is a limited selection of tickets for a VIP experience prior to the tasting (5:30pm) with main tasting will begin at 6:30 and include at least six very high end spirits.



Tickets start at \$110 and includes custom glassware. The VIP experience is \$160 per person and is limited to 50 participants. Lonely Oak Distillery will headline the VIP experience.

Many of these pours could cost over \$75 each at a normal retail

location. This event will be a once in a lifetime opportunity to sample products that you may not see again. Details on the event can be found on [Facebook](#).



**UPCOMING SALES OPPORTUNITIES**

January 1<sup>st</sup>- National Bloody Mary Day

Gotcha is a premium product at a value price. Gotcha is proudly made right here in Clive, Iowa. Gluten Free, 5x Distilled from Iowa corn, using the very best processing techniques to make a superior product.

February 13<sup>th</sup> Super Bowl LVI

February 13<sup>th</sup> Galentine's Day

February 14<sup>th</sup> Valentine's Day

February 18<sup>th</sup> Drink Wine Day

March 17<sup>th</sup> St. Patrick's Day



**CONTACT**

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