



Scan to Watch
the creation of *It's a Living's*
"With My Friends" Mural in
Williamsburg, Brooklyn.

COLLABORATIVE RELEASE



CENIZO

- > Sustainably cultivated wild agave
- > Open air fermentation for 4 days
- > Double distilled in 200L copper pots
- > 45.1% Alc. Vol.
- > 750 ml.
- > Mezcal Joven

**MAGUEY
CENIZO
DURANGO**



Maestro mezcalero

**NARO SÁNCHEZ
CARMONA**

- > Limited Release batch of 1320 bottles
- > Hand Selected by *It's a Living*

the artist **IT'S A LIVING**

Ricardo González, an acclaimed artist from Durango, Mexico, has taken the art world by storm with his unique style and oversized murals.



“With My Friends” **THE STORY**

The story of Peloton de la Muerte began in a small mezcalería in the La Condesa neighborhood of México City. The Peloton (which translates to “squad”) brand is built around the special experience of enjoying mezcal with friends over great conversation. When we approached our good friend, mezcal lover, and renowned street artist, *It's a Living*, he came up with the idea of creating a collaborative oversized mural – titled “With My Friends” – in Williamsburg, Brooklyn to celebrate friendship.

In the artist's words, “Mezcal is tradition at its purest, with respect for the process, history, and flavors of Mexico meant to be enjoyed with close friends.”



PRODUCT INFORMATION		DURANGO, CENIZO
Item Number		182197
Alc. By Volume/Proof		45.1% 90.2°
Units Per Case/Size		6/750ml
Bottle Barcode (UPC)		7503013890710
Case Barcode (SCC)		17503013895002
Gross Weight (LBS)		21 lbs.
Ship Case Dimensions (Inches)	Height	13"
	Width	9"
	Length	12"
Pallet Information	Layers Per	5
	Cases Per Layer	22
	Cases Per Pallet	110

CONTACT

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📷 [@pelotonmezcal](https://www.instagram.com/pelotonmezcal)

www.pelotondelamuerte.com