

DOS HOMBRES MEZCAL LAUNCHES AT SELFRIDGES



[31 August 2020] The highly anticipated Mezcal from Aaron Paul and Bryan Cranston is now available in the UK, exclusively at Selfridges.

Dos Hombres, the Mezcal founded by American co-stars and long-time friends Aaron Paul and Bryan Cranston, is launching for the first time in the UK exclusively at Selfridges.

What makes two successful American actors take a road trip to one of the most remote villages in Mexico? Mezcal. Not being drunk on it (at least not at the time) but having a genuine love for the complex character of this relatively obscure spirit. It was in the remote village of San Luis del Rio where they met 3rd generation Mezcal maker, Gregorio Velasco.

Mezcal is made from the heart of the agave plant in much the same way as it has been for generations. Dos Hombres Mezcal is truly artisanal, made using old-world methods including being cooked in a covered underground pit, with no use of modern technology. This results in a smooth, slightly smoky spirit that is best enjoyed neat, on ice or in a cocktail.

Aaron Paul, Dos Hombres Founder, comments: "We love all things Mezcal. Love the process and the community behind this beautiful spirit. What sets Dos Hombres apart is the smoothness of the Mezcal; we wanted to find one that everyone would love, even people that have never tried it before. Something inviting yet with the slight smoke that people love about the spirit. If you love spirits, you'll love Dos Hombres."

Selfridges Buyer, Terry Threlfall, says: "The arrival of Dos Hombres in the UK has been hotly anticipated and we're delighted to be launching it this summer. For those not in the know, Mezcal is tequila's smokier, smoother cousin and is set to be the next big thing in spirits. Dos Hombres is truly unique and versatile, and we're excited for customers to try it."

For further information and images please contact:

Laura Watt
Senior Lifestyle & Experience PR Manager
T +44 (0) 7562 210211
Laura.Watt@selfridges.co.uk

Press Office: press.office@selfridges.co.uk / 0203 092 0557

SELFRIDGES & CO

Tasting profile:

APPLES: Aroma of apples and perfectly balanced Espadin agave.

MANGO: Hidden freshness and subtle sweetness of fruit.

LOCAL FRUITS: Hints of "zapote" fruit.

WOOD: A soft hint of wooden barrels in which Mezcal is fermented.

SMOOTH SMOKE: A discreet smoky finish.

Dos Hombres Mezcal is now available exclusively at Selfridges London and Selfridges.com, £69.99 700ml.

ENDS

Notes to Editors

THE BIG YELLOW BREEZE COCKTAIL RECIPE (exclusive to Selfridges):

2oz Dos Hombres Mezcal

1oz Honey Syrup (honey and water)

75oz Fresh Lemon Juice

2 Dashes Aromatic Bitters w/ Lemon Peel Garnish

Shake, then strain over rocks in a glass.

Stringent social distancing and safety measures in place in Selfridges stores include:

- 1 customer per 16m² of retail space
- A one-way system to enter and exit our stores
- Teams and customers are asked to follow social distancing guidelines of 2 metres distance from the next individual
- All back of house and office areas also follow social distancing guidelines of 2 metres
- Where social distancing cannot be maintained, physical barriers protect customers and teams, with perspex screens installed at till points and counters wherever appropriate
- Face coverings have been made available to all team members and the wearing of a covering is encouraged.
- Floor markings and signage installed across all stores and locations to support social distancing of 2 metres, including queues system to enter Selfridges stores
- A limit of 1 person or 1 household per lift, with customers encouraged to use the stairs or escalators where possible
- Customers are encouraged to visit stores alone or only with those who need to be with them, in household groups of up to four people, allowing one person per 16sqm within stores
- Management of fitting rooms to ensure each fitting room is sanitised by steaming and antibacterial cleaning after each customer use. Items that are touched, tried on in fitting rooms or returned instore are quarantined for 48 hours (for clothing and fabric items) or cleaned with sanitising spray (for shoes and accessories, plus any other non-clothing goods) before being returned to the shop floor.

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