
Tequilas

Spirits

A Journey Through Terroir



El Tequila es un Mezcal

México, prolific in cultured millenials; México, its flavors, aromas, colors, textures... but over all, México belongs to Mexicans who are driven by traditions and gastronomic rituals that flow uninterrupted among their “millennial” spirits.

The origin of the relationship between Mesoamerican men and the elixir found in formidable agaves goes back to pre-hispanic eras (roughly 3500 years). We currently live in a state of investigative exhaustion over the origins of these spirits. A theme that was irrelevant a decade ago is now intriguing and full of controversy, and it has captured the attention of scholars and those most interested in the spirits emblematic of Mexico.

We offer our reflections in the tradition of painstaking pre-hispanic research conducted by the academic community, comprised of Fernando Gonzalez Zozaya, Patricia Colunga, Carmen Serra Puche, David Zizumbo, among others, that presented us with solid elements so we could witness this. So why not be a part of this trip through centuries of learning about methods and mutations in the production and the uses of these ‘spirit’ enriching drinks?

Tequilas, with over three decades serving those who seek gastrocultural experiences, distanced away from stereotypes, proposes via this menu to travel a complex and fascinating road through distilled agaves; featuring aromas, flavors and know-how from masterful teachers who are linked to history and highly regarded among our careful selection of distillates.

David Suro



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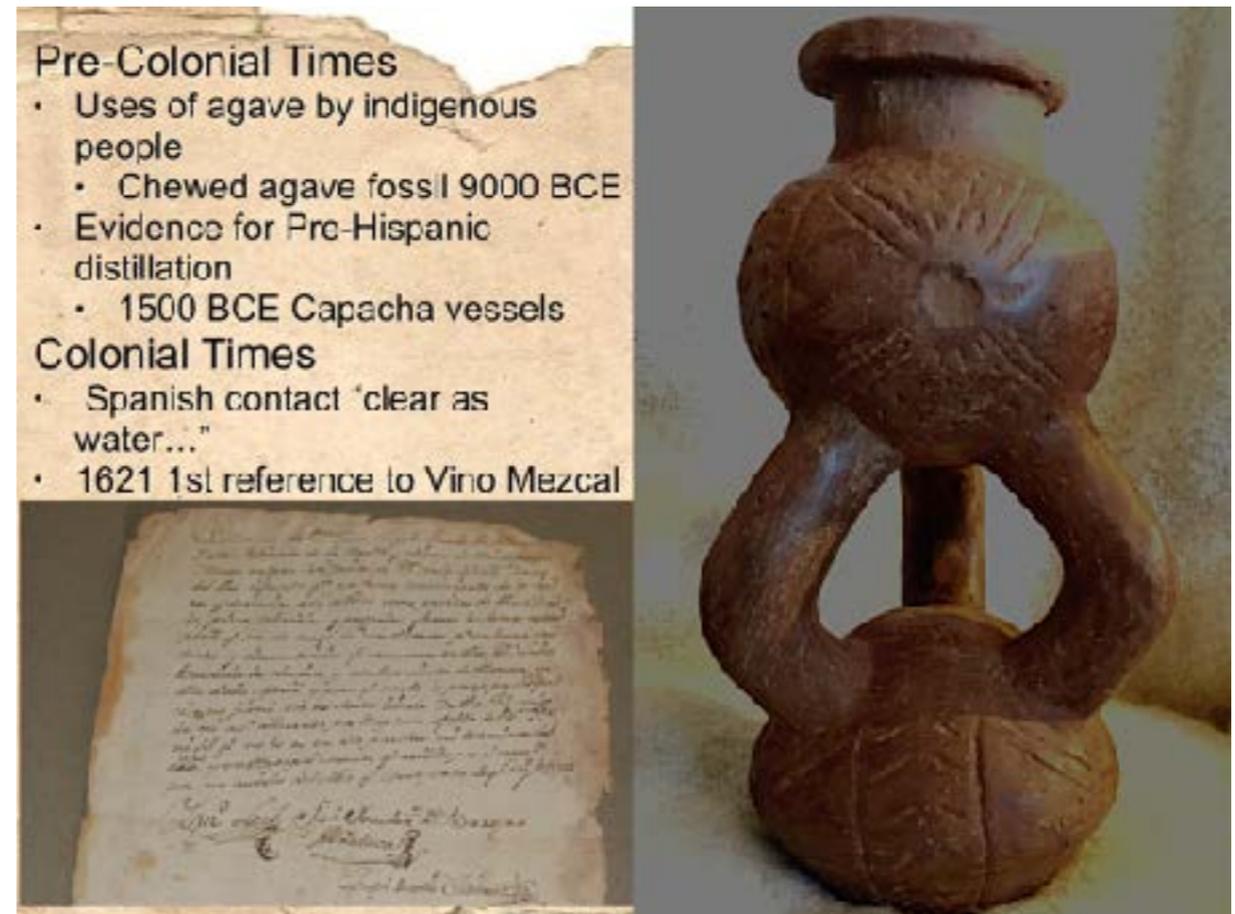
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—Origins of Distillation in Mexico.

- Sufficient conclusive scientific evidence exists to demonstrate that in Western Mexico, drinks distilled from multiple varieties of Agaves were created at least 3500 years ago. We understand that these drinks were meant for privileged class and for ceremonial use.



—El Agave

Agave is **not** a Cactus! The Agave gender is part of succulent plants which belong to the botanical family of the same name: Agavaceae. Mexico is responsible for growing the most diverse collection of these plants found throughout the world, with about 75% of it's varieties expanding to hundreds of species and sub-species, with many shapes.

When making Tequila ONLY the use of Agave Weber Azul is allowed. For Mezcal any varietal which is cultivated within its' Denomination of Origin is permitted. So in other words Mezcal can be distilled from hundreds of Agave plants, while Tequila from a single variety.

The Agave plants need to reach a certain point of matureness before they can be utilized for distilling purposes. The more a plant matures, the higher the level of sugars that are available to be reduced for alcohol conversion. The matureness process can vary from 5 to 45 years!! Just imagine how much we would end up paying for wines, cognacs or whiskeys if the same type of long processes applied to those other spirits.



—Terroir

The French conceived the concept known as *Terroir* (land or soil). It identifies the characteristics or environmental factors of grown products and tracks the farming practices and a crops' specific growth habitat.

As we all know, alcoholic beverages from France are recognized throughout the world for their quality products. Armagnacs & Calvados are known for their flavors and indisputable complexities. This is due to the very high standards imposed on the use of raw materials utilized for the making of these beverages. Importance is given to the relevance of elements such as eco-systems, topography, climate, and the growers' expertise.

These are only a few of the elements that make for interesting conversation about the complexities of own Terriors. When you consider the vast size of our Denomination of Origin borders and the variables that can be observed in many of its regions, we can honestly declare without any doubt that Tequila and Mezcal offer us an infinite variety of flavors, aroma and cultural traditions.



—Evolution and Differences – Mezcal/Tequila

-During early colonial times the production of Mezcal wines was uniformly made with similar raw materials and processes. These drinks were known by the generic name Mezcal Wines or simply Mezcal.

Through conditions related to the privileged location for the commercialization of Mezcal wine in the Tequila regions and the arrival of powerful owners of haciendas and large estates, a change in the consumption of these drinks was created. Mezcal went from being an ancestral and traditional drink, primarily consumed in rural and indigenous areas, to becoming a commercial product.

-From the end of the 19th century to the beginning of the 20th century, Mezcal wine production from the Tequila regions made considerable advances in both the processes used and the selection of agave varietals. Ultimately it was agreed that they would use only one varietal, thus creating a monoculture.

The underground ovens were quickly replaced with brick ovens to shorten the cooking time of the Agaves. The tahonas were replaced with grinding mills, the clay and wooden distillers with copper ones. All this was done to increase efficiency. The impact of these changes was twofold: on the one hand the costs of production and labor went down, but on the other hand the flavors, aromas, and fundamental historic links to tradition were also lost.



-The fundamental and most important differences between Tequila and Mezcal are:

The implementation of different regulations: NOM-006 imposes guidelines that must be followed in order to name the product Tequila, while NOM-070 outlines the same for the making of Mezcal.

A) Raw Material:

Tequila is limited to only one variety of agave (monoculture) with great consequences arising from the lack of genetic diversity. For over a century the Agave Tequilana Weber has been reproduced asexually, almost like cloning (the shoots are cut off and then replanted). Mezcal can be made from any varietal of Agave grown within the DO, and as mentioned earlier, there are hundreds available for the making of this elixir. And since many of them are reproduced through pollination, there is ample genetic diversity.

B) Production Methods.

-The vast majority of Tequila, by liters, is produced by methods far removed from the traditional ones. These methods, which were implemented to increase efficiency, only manage to dilute the flavors and sacrifice the quality of the raw materials.

- Our mission is to represent and benefit producers that utilize ethical practices when crafting their tequilas. We choose to showcase in our menu only those Tequilas that are willing to respect and comply with the strictest industry standards.



-The Mezcal represented in our program are spirits that maintain ancestral traditions that have survived the onslaughts of modernity. Unlike Tequilas these Mezcal possess strong cultural ties. These links, which are seen throughout the whole process, from plant cultivation to the making of the drink, are consistent with methods used over 3500 years ago. This ancient technology was transmitted through generations from master distillers that inherited knowledge and skills more meaningful than the commercialized product. Mezcal are expressions of the ancestral and mysterious spirit that take us on a journey to Mexico via the flavors experienced in each sip. Every raise of our glass transcends time as we become part of this millennial trip.



