



A sustainable future
Is agave the next
biofuel contender?



Beyond the shot
At home mixology
for cinco de mayo

**MEDIA
PLANET**

April 2011

TEQUILA APPRECIATION



ESCAPE TO JALISCO

Patricia Richards, voted askmen.com's #1 Female Bartender, talks the Tequila Interchange Project and the creation of specialty cocktails

PHOTO: ALEX KARVOUNIS



HERRADURA TEQUILA
NEVER COMPROMISE.™



ENJOY WITH UNCOMPROMISED RESPONSIBILITY.
Alc. 40% by Vol. (80 proof). Tequila imported by Brown-Forman Beverages, Louisville, KY ©2011.

CHALLENGES

Tequila, rich in cultural tradition and quality:
a synonym of Mexico, and a category that is here to stay.

Harnessing tequila's potential

Tequila has become the center of attention for leading mixologists, the hottest nightlife establishments, world travelers, and spirits connoisseurs worldwide. The emerging trend in America's cultural hubs is the absence of white spirits in lieu of the Mexican Agave—from this birthed the tequila cocktail, tequila as a premium sipping drink, and a growing interest in meaningful appreciation of the spirit.

With tequila production reporting a growth of 3.5 percent in 2010 (257.5 millions of liters), exports increasing by 12 percent, a boost in sales of tequila in the USA of nearly four percent (11.6 million cases) and high-end tequila category unveiling a great performance (up by 17 percent), there is much future for tequila.

The National Chamber for the Tequila Industry has partnered with Mediaplanet and some of the world's most dedicated experts to educate readers and liquid enthusiasts on the category's unique potential, and to encourage pairing the spirit with the appropriate dish-

es, highlighting its place in Mexican cuisine. Tequila has much to offer in the way of culture, passion and complexity, and this report has been designed to capitalize on the industry's movement, by encouraging sophisticated tasting while paying homage to the masterful processes and care behind its production, distillation, aging and bottling in Jalisco.

Ensuring quality

The tequileros are proud of the heritage and history of tequila; we feel tequila represents Mexico and, in that regard, we have taken a number of steps to ensure the quality of products in the market. To bear the nomenclature of 'tequila', the drink must fall under one of two qualified classes: 100 percent agave (distilled with 100 percent blue agave) or tequila (manufactured from 51 percent blue agave), using Agave of the species Tequilana Weber Blue variety.

The industry has achieved astounding developments in recent years with the introduction of a new category in 2006, "extra añejo" or "ultra-aged" which must be aged a minimum of three years.

"The tequileros are proud of the heritage and history of tequila; we feel tequila represents Mexico and, in that regard, we have taken a number of steps to ensure the quality of products in the market."



Francisco Gonzalez
President of the National Chamber
for the Tequila Industry (CNIT)

The spirit's growth is not limited to premiumization, as tequila continues to develop with more classes, infusions, brands on the market and advancements in production, distillation and aging.

The industry will continue to work with the agave growers, master distillers, exporters, distributors and connoisseurs alike, riding on the industry's momentum, to bring meaningful appreciation of tequila to the world.

While in Mexico the most traditional way to drink tequila is sipping it (maybe chasing with sangrita or lime juice), there is much more to 'Tequila Appreciation' that the world should know. The National Chamber for the Tequila Industry is excited to work with Mediaplanet to educate and hone true tequila aficionados, who can taste, distinguish, appreciate and share all the category has to offer. We encourage you to use these tips to explore the complexities tequila has to offer, understand the passion and history behind the spirit, and drink responsibly to truly learn the art of 'Tequila Appreciation'.

The National Chamber for the Tequila Industry is the Tequila producers' association.



WE RECOMMEND



Tequila tasting
Mike Morales of Intimate Tequila Tastings teaches us to talk tequila.

PAGE 4

Top 25 tequila bars p. 16

Imbibing hot spots you won't want to miss

MEDIA PLANET

TEQUILA APPRECIATION,
1ST EDITION, APRIL 2011

Managing Director: Allan Chiu
allan.chiu@mediaplanet.com

Editorial Manager: Jackie McDermott
jackie.mcdermott@mediaplanet.com

Responsible for this issue:

Publisher: Sarah Budhiman
sarah.budhiman@mediaplanet.com

Business Developer: Rebecca Ramgren
rebecca.ramgren@mediaplanet.com

Designer: Missy Kayko
missy.kayko@mediaplanet.com

Contributors: Brian van Flandern, Francisco Gonzalez, Avery Hurt, Gaston Martinez, Jason Mendenhall, Mike Morales, Patricia Richards, Kevin Vanegas

Special Thanks: Judith Meza, Mike Morales

Distributed within:

USA TODAY, April 2011
This section was created by Mediaplanet and did not involve USA TODAY or its Editorial Departments.



FOLLOW US ON FACEBOOK & TWITTER!

www.facebook.com/mediaplanetusa
www.twitter.com/mediaplanetusa

"BEST OF SHOW OUT OF 153 TEQUILA ENTRIES
– CHINACO REPOSADO." –The Polished Palate Spirits of Mexico

"95 POINTS – EXCEPTIONAL – CHINACO AÑEJO." –Beverage Testing Institute

"NO. 1 OF 10 MOST INFLUENTIAL SPIRITS BRANDS
OF THE PAST 25 YEARS." –Wine & Spirits Magazine

"A BENCHMARK TEQUILA." –New York Times



Chinaco Taste Originality
The Original Ultra Premium Tequila

Imported by Anchor Distilling Company | www.ChinacoTequila.com

Taste Originality and Please Enjoy Responsibly. Chinaco Tequila © 40% alc/vol (80 proof). Imported by Anchor Distilling Company, San Francisco, CA © 2011



100% AGAVE SILVER TEQUILA

UNLEASH THE SPIRIT OF 1795

INSIGHT

Question: What is the most important thing to keep in mind when sipping tequila?

Answer: Given each category's unique aging and distillation process, each has a different taste, aroma and pairing.

TIP

1

POUR 1 OZ. INTO
A SLENDER,
STEMMED
TEQUILA GLASS
OR A SNIFTER

Learn to talk and pair tequila

Blanco

1 Blanco tequila (a.k.a. plata, platino, crystalino, platinum, silver, and any other term meaning clear), is usually unaged and bottled straight from the still. It is tequila in its truest form.

Flavors and scents can range from floral (blossoms, roses) to spices (anise, pepper, cloves, cinnamon) to fruits (plantains, olives, citrus, pears, and apples) and herbs (spearmint, rosemary). Baked or raw agave should be the most prominent.

It is best paired with fresh ceviche, seafood, sushi, fruit (apples, pears, pineapple and oranges), green vegetables (cucumbers, celery), and jicama.

Reposado

2 Typically, reposado tequilas are barrel aged from two months to less than one year. New or used, the type and size of barrel will vary from distillery to distillery and from recipe to recipe.

Colors can range from a pale straw, light yellow, gold, honey, and light amber.

Flavors and scents can range from whiskey, oak, toasted almonds, nuts, baked agave, vanilla and honey.

Due to its versatility, reposados can be paired with virtually anything: Mexican cuisine, Italian food, Spanish dishes, chicken, fish, cheeses, nuts, crackers, and even fruit.

Añejo

3 Añejo tequilas must be aged in barrels from one year up to three years. Again, the type of barrel will vary, but the combination of scents and flavors can seem never-ending.

Colors range from deep gold, amber, honey, bronze, and caramel.

Flavors and scents can range from nuts, oak, whiskey, cognac, bourbon, vanilla, cinnamon, chocolate, coffee, and slight agave.

Usually served as an after dinner sipper, some añejos can be paired with chocolate, desserts, flan, cookies, oranges sprinkled with cinnamon, and even poured over vanilla ice cream.

Extra Añejo

4 Extra añejos are tequilas aged three years and over. Distillers who produce these special tequilas consider them their masterpieces. They are the most labor intensive, time-consuming, costly to produce, and are the most expensive and often most rewarding of all the categories. Rich amber, dark bronze, molasses, coffee, and maple syrup characterize these inspired blends.

Depending on the types of barrels used to age these tequilas, the flavors and scents can pack a powerful punch. Rich vanilla, dark chocolate, raisins, dried cherries, sherry, coffee, smoke, leather, tobacco, and more can be experienced in this exquisite varietal. No need to pair extra añejos at all. Just pour and enjoy!

MIKE MORALES



Some achievements
are worth celebrating.

WWW.TEQUILACORAZON.COM

TEQUILA CORAZÓN ~ 40 PERCENT ALC BY VOL (80 PROOF) ~ IMPORTED FROM MEXICO BY GEMINI SPIRITS & WINE CO., NEW ORLEANS, LA

*PRODUCT TASTING SCORE BY BEVERAGE TASTING INSTITUTE, AS POSTED ON WWW.TASTINGS.COM 12/2010 ~ PLEASE DRINK RESPONSIBLY

NEWS



TEQUILA PREPARATION

Harvesting agave

✱ By the time agave is ready to be harvested, it has been lovingly aged eight to 10 years in the rich soil of the Highlands or Lowlands of Jalisco, or any of the other four states designated by tequila's Denomination of Origin.

Once the *pencas* (leaves) have been removed by the *jimador* (harvester), they are brought to the distillery to be cooked in stone ovens or steam autoclaves. Whether shredded or stone ground to release its *aguamiel* (honey water), it is fermented and then distilled twice by law.

Tequila is bottled from the still, or patiently rested in barrels to be appreciated later.

MIKE MORALES

editorial@mediaplanet.com

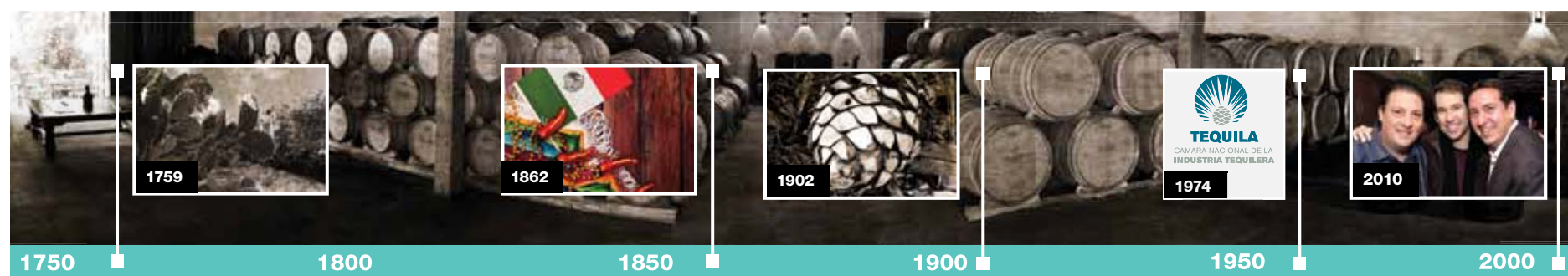


AMAZING AGAVE

Agave of the Tequilana Blue Weber Variety is grown primarily in the area surrounding the city of Tequila and in the highlands of the western Mexican state of Jalisco.

PHOTOS: CASA NOBLE

NEWS



THE STORY OF TEQUILA

1758

In 1758, Don Jose Antonio de Cuervo obtained the first parcel of land on which to plant agave, an event that also marks the birth of the tequila industry.

1795

Don Jose Antonio de Cuervo obtains the first license to commercially produce tequila, a point that marks the start of the Jose Cuervo brand.

1812

The Cuervo family built Fabrica La Rojeña, the oldest spirits distillery in Latin America, where Cuervo is still produced to this day.

1862

Cinco de Mayo (May 5th)—The Battle of Puebla France invades Mexico via Puebla. The French are overwhelmed by a ragtag Mexican peasant army assisted by the townspeople who throw sticks, stones, pots and pans from the rooftops of their homes. The French return and defeat the ragtag army and the insurrection. The French get their first taste of mezcal/tequila.

1872

The town of Tequila: The tequila villa houses are the 12th property instituted by the state government. Two years later, Tequila will receive the title of city.

1873

The first documented exportation of tequila into the United States was August 7, 1873. Three and a half barrels of vino mezcal was sent by the Sauza family to Santa Fe, New

Mexico—39 years before New Mexico joins the Union.

Jalisco is now officially called “tequila” to distinguish itself from the Mezcal wines produced in the south of Mexico.

1880

Mexico’s exports of tequila are enhanced by the new railroad system to the north.

1902

The botanist Franz Weber categorizes the unique plant and names it: Agave Azul Tequilana Weber.

1903

The first tequila bottling plant opens.

1911

Tequila becomes the most popular drink in Mexico.

1918

Tequila is prescribed for Spanish Flu Epidemic. The Spanish Flu Epidemic spreads across Europe and the U.S., killing over 100 million people in five years. It travels to Mexico during its bloodiest revolution. Due to the lack of medicine and hospitals, doctors prescribe tequila, lime and salt as a treatment against this flu to all ages.

1919

Prohibition laws force Americans to buy their alcohol across the border. Americans drink the much lower costing “Mexican Whiskey.”

1938

Mexican distillers create mixtos (51 percent agave tequila), agave mixed with other sugars for a blander, sweeter taste, and the margarita is invented. It’s now America’s most popular cocktail—about 60 percent of all tequila sold in the U.S. goes into margaritas.

1942

Don Julio González begins his journey of innovative tequila-making by purchasing his first distillery and planting his first crop of 100 percent blue agave.

1949

The first Tequila Standard issued by the Mexican Government. Technical regulation to oversee the quality of tequila.

1959

Tequila producers get together and establish the National Chamber for the Tequila Industry in an effort to get organized and collectively face industry challenges.

1972

As the Cuervo family business grew, the reputation of tequila’s excellence begins to spread, garnering numerous prestigious awards from across America and the capitals of Europe and Asia. Exports are propelled forward, capturing the United States market and initiating exports to Europe and the rest of the world.

1974

Protection to the Appellation of Origin of Tequila is granted—since then the public begins thinking of tequila in a different way,

linking the appellation of origin with the concept of cultural traditions, quality and added value.

1983

Chinaco is the first distillery to launch an ultra-premium tequila made of 100 percent agave, handcrafted, and packaged in unique, artisan bottles.

1987

To celebrate the 45th anniversary of the year when Don Julio began creating his tequilas, Don Julio González releases an ultra-premium tequila fit to bear his name. First released only in Mexico, Tequila Don Julio Reposado was the first tequila brand to be sold in short, square bottles, the signature bottling for the personal reserve tequila that Don Julio González would distribute to friends and family.

1989

Patrón tequila is introduced, spreading the ultra-premium tequila category to the world.

1994

Industry identifies the need to create an independent body dedicated exclusively to monitor and guarantee compliance with technical regulations, and The Tequila Regulatory Council (CRT) is formed. Industry funded, this impartial organization has contributed to improve quality and consistency of product.

2001

Tequila prices hit an all-time high.

2005

Patrón begins expansion into international and duty free markets.

2008

100 percent agave tequila gains popularity. Luxury, high-end, and ultra-premium tequilas make up more than \$600 million of the \$1.6 billion U.S. market. 100 percent agave tequilas are closing the gap between pure and mixto tequila.

2010

Art reflects reality: Doug Ellin, creator of Entourage, plots out 2010 season of Entourage and asks Ken Dichter (CEO of Avión and childhood friend) for help. “I called him up and said, ‘I need a business for Turtle.’” Salvatore “Turtle” Assante, Vince’s former driver in the show, played by Jerry Ferrara, had a bankrupt limousine service. Tequila Avión was a key character in the 2010 season of Entourage for seven episodes. **Above photo:** (Left to right) Kenny Dichter, Doug Ellin, Ken Austin.

Tequila industry produces a total of 257,500,000 L (roughly 3.5 percent above the total production registered in 2009); exports grew 12 percent; category of tequila grew nearly 30 percent compared to 2009, reaching an all-year high. According to the U.S. International Trade Commission, we are a little over \$613 million dollars, which reflects an increase of 19 percent compared to previous years).

editorial@mediaplanet.com
PHOTOS: CASA NOBLE, ISTOCKPHOTO.COM,
CASA NOBLE, CNIT, AVIÓN TEQUILA

HERRADURA TEQUILA

NEVER COMPROMISE.™



ENJOY WITH UNCOMPROMISED RESPONSIBILITY.
Alc. 40% by Vol. (80 proof). Tequila imported by Brown-Forman Beverages, Louisville, KY ©2011.



AVIÓNTM LOVES BLINDFOLDS



A blind taste
test never lies.

Proud Winner
Double Gold
San Francisco
World Spirits
Competition



TEQUILA AVIÓN
WWW.TEQUILAAVION.COM

IMPORTED BY TEQUILA AVIÓN, MANHASSET, NY
40% ALC BY VOL. DRINK TEQUILA AVIÓN RESPONSIBLY

INSIGHT



QUESTION & ANSWER



Francisco Alcaraz,
Master Distiller of
Patrón Spirits

■ **Given the recent boom in tequila's demand, how are you, as one of the better-known producers, setting the industry standard to ensure sustainability?**

✱ No matter how much we've grown, we still produce Patrón by hand using the highest-quality ingredients and the same small batch recipe that we had from the beginning. This approach has helped us limit the environmental impact of production, and has earned us recognition and certification by government authorities for industry-leading research and efforts. Our bottles are created from recycled glass, we've eliminated paper waste in our packaging, and we've put in place several advanced distillation processes to ensure sustainability. We're proud to be the first tequila distillery to implement multi-million dollar reverse osmosis technology to reclaim liquid waste into clean water (which we reuse in our cooling towers and to irrigate fields and gardens in the community). Also, we take our leftover agave fiber (bagasse), and spent agave from other local distilleries, and recycle it into compost to use as fertilizer. Last year we generated 5,500 tons of organic compost for area agave growers, farmers and our local municipality. True to our founder's philosophy "Success Unshared is Failure," Patrón is committed to investing time and resources to work with the Mexican government and the tequila industry to find long-term, collaborative solutions to this very important issue.



TIP

2

SWIRL THE GLASS
TO FREE AROMA
AND OBSERVE
THE BODY

TEQUILA DISTILLERIES
Distilleries increasingly
implement reclamation
technology to convert liquid
waste into clean water.

PHOTOS: PATRÓN SPIRITS, CASA NOBLE

As demand for tequila surges, sustainable practices follow

Greenovations, eco-friendly, sustainability: These are not just fancy buzz words any more.

Consumers are not only demanding more bang for their buck in this current economy (and getting it) but social responsibility, and "green" or sustainable practices by spirits companies are quickly becoming part of their buying decisions, as they have been for years in Europe.

With the mass production of whiskey, beer and rum to quench the world's growing thirst, multinational distillers have seen the benefits of constructing new state-of-the-art breweries and distilleries that convert the leftover solids from their products into energy that electrically powers not only their factories, but the surrounding communities in which they're located, as well.

But converting the wastewater and solids from the blue agave plant into a source of energy has proven to be more of a challenge for the tequila industry. For ev-



Mike Morales
Intimate Tequila
Tastings

"One expert calculates that enough biomass could be produced by existing wild agave in the millions of arid hectares of Mexico to meet the fuel needs of the United States."

ery liter of tequila distilled, ten liters of wastewater (*vinazas*) is produced and up to six kilograms of agave solids (*bagasse* or *bagazo*).

A fuel for the future

Various multinational corporations who own tequila distilleries have invested heavily in constructing wastewater processing plants to neutralize the *vinazas* and to turn the *bagazo* into compost rather than clandestinely dumping them into streams and rivers causing highly dangerous pollution and contamination of the water supply.

For those small to medium-sized distilleries who are responsible for up to fifty percent of the tequila production and who don't have the resources to dispose of their agave waste properly, there is another answer.

In January of 2011, Greenhouse Holdings, Inc., a leading provider of energy efficiency solutions, partnered with ten of these small to medium-sized te-

quila distillers to remove up to 2,100 tons of solid waste daily and convert it into compost fertilizer for agave producers and other farmers.

Scientists in the field are also studying the possibility of using different types of agave (not just blue) in the production of biofuels. One expert calculates that enough biomass could be produced by existing wild agave in the millions of arid hectares of Mexico to meet the fuel needs of the United States.

Some brands go a step further in their sustainability efforts by bottling their tequila in recycled glass bottles and using labels, neck tags and packaging made from agave paper, as well as using real cork which is a renewable resource.

Much work remains for most of the tequila industry to become compliant with the Mexican laws governing environmental issues.

MIKE MORALES

editorial@mediaplanet.com

NEWS

A new frontier of USDA certified organic tequilas

Dr. Adolfo Murillo, the man who singlehandedly spearheaded the resurgence of organic agave farming in the tequila industry, says proudly, "I have been given the opportunity to devise and teach the return to basic farming methods that will bring back the productivity of the earth."

"As my grandfather used to say, 'Respect the earth and it will produce for us.'"

Dr. Murillo and other organic agave growers, through the use of natural composted fertilizers and taking advantage of all green matter, have enriched the soil of their plantations to where the agave has developed its own natural defenses

against pests and diseases eliminating the need for toxic pesticides.

A combination of beneficial insects to fight off the few predators that might attack the agave, as well as constant soil and plant monitoring, crop rotations, and allowing the fields to lie fallow after harvesting, have allowed these organic farmers to grow record-sized agave that yield some of the finest tequila produced today.

Small batch, micro-distilled organic tequilas

Currently, there are only a handful of USDA certified organic tequilas on the market, but there is a burgeoning interest by tequila producers in this yet-to-be officially recognized category. Once thought to be just a slick marketing ploy to



A TREND IN MIXOLOGY. From fresh spices to locally grown organic fruits and vegetables, more liquid chefs are creating organic signature cocktails. PHOTO CREDIT: WILLIAM GRANT & SONS

charge higher prices for tequila, in reality, earning USDA organic certification is like jumping through flaming hoops.

The USDA is the only agency that can certify organic products in the United States. They license certification agencies to collect and verify all documentation of the organic process from a given applicant (agave grower and/or brand owner). The agency then conducts an extensive physical inspection to make sure that what is actually going on in the fields corresponds with the claims on the application.

A secondary inspection and certification can also be done at the distillery for the processing and handling of that particular brand's agave and tequila so that

no cross-contamination occurs with non-organic agave and tequila.

If that's not enough, the USDA requires yearly physical inspections for recertification. That means that the applicant has to jump through those flaming hoops again next year!

While these organic certification processes are more costly and labor intensive, the resulting quantity of the tequila is more ecologically friendly, and the quality of the juice is "tequila as intended."

Like your favorite "throw back" jersey, think of these small-batch, micro-distilled organic tequilas as a celebration of the past.

MIKE MORALES

editorial@mediaplanet.com

ESTATE BOTTLED TEQUILA
PURO VERDE®

ORGANIC TEQUILAS

Visit us online at www.puroverdespirits.com.
Distributed by Opici Wine and Spirits of New York and Glazer's.

USA IMPORTED BY: PURO VERDE SPIRITS, INC.

Award Winning
TEQUILA
Alquimia

USDA Certified 100% Organic

Gold Medal Winner
2008, 2009, 2010 & 2011

San Francisco World
Spirits Competition

www.TequilaAlquimia.com

those who know

HAVE FOUND KNOWLEDGE COMES IN MANY FORMS,
INCLUDING: BLANCO, REPOSADO, AÑEJO AND EXTRA AÑEJO.

KNOW YOUR
1942
TEQUILA



PLEASE DRINK RESPONSIBLY.
DON JULIO Tequila, 40% Alc/Vol. ©2011 Imported by Diageo Americas, Norwalk, CT.

NEWS



RECIPE: THE LUXURY DROP



Brian Van Flandern
Global Brand
Ambassador,
Tequila Don Julio

■ The Luxury Drop, the new innovative cocktail concept from Tequila Don Julio that's catching on nationwide, enables bartenders and consumers to experience the versatility of tequila while maintaining its authentic roots and rituals. The Luxury Drop combines the concepts of shots and high-end mixology in a unique hybrid, creating a premium specialty cocktail in a smaller, more responsible portion. Six of the world's most acclaimed mixologists helped to develop the concept, including Salvatore Calabrese (UK), Dale DeGroff (US), Peter Dorelli (UK), Gary Regan (US), Simon Difford (UK) and Hidetsugu Ueno (Japan). Luxury Drops can contain no more than four ingredients (including Tequila Don Julio) plus a garnish, and each Luxury Drop must have a name and a ritual associated with the drinking experience. The Luxury Drop combines the fun and ritual of a shot with the fundamental principles of mixology, providing tequila and spirits enthusiasts with an outlet to think about tequila differently.

The Agave Drop■ **Ingredients:**

1 1/2 ounces Tequila Blanco
1/2 ounce agave nectar
1/2 ounce fresh lime juice
Lime wedge for garnish

■ **Preparation:**

1. Combine Blanco, agave nectar, and fresh lime juice into a shaker filled with ice. Shake well.
2. Strain into a shot glass.
3. Garnish with lime wedge.
4. Ritual: Participants clink glasses and say "Viva Don Julio!"

■ **Ideal Serving Glass:**

Shot glass



TIP

3

SMELL THE
TEQUILA FROM
AN INCH AWAY,
IT IS 60 PERCENT
OF THE TASTE

TEQUILA MIXOLOGY

Perfect pairings in
nightlife culture.

PHOTO: EVAN TRAVELS
PHOTOGRAPHY

The recent economic downturn was a learning experience for the tequila industry. Watching consumers trade down to value priced tequilas but still demand quality juice caused it to take notice and to fill that void.

Five tequila trends to watch

As the country emerges out of the recession, so does a more resilient tequila industry and several exciting tequila trends.

Mixology leads the way

Part of tequila's effective image repair can be traced to the modern mixologist and his best friend, the chef.

More tequila bars and restaurants are springing up around the country enveloping customers with a complete sensorial experience. Foods prepared and carefully paired with tequila and tequila cocktails have accelerated the acceptance of quality tequila by the masses.

Women in the industry

More women will join the ranks of tequila brand owners bringing a fresh perspective to an otherwise male dominated industry.

In particular, Hispanic women with a family lineage of agave growing and tequila producing will become more involved in their family businesses.



"Millennials (a.k.a. Gen Y), the new wave of tequila enthusiasts, will turn to their older family members, most likely Baby Boomers who have been exposed to quality tequilas for years..."

Mike Morales,
Owner, Intimate Tequila Tastings

mise to level the playing field.

Through the use of Twitter, Facebook, YouTube, photo albums, smartphone applications and more, start-ups on shoestring budgets can reach out to their fan base to create virtual armies of loyal promoters, as well as viral contests literally in real time.

Intergenerational sharing

Millennials (a.k.a. Gen Y), the new wave of tequila enthusiasts, will turn to their older family members, most likely Baby Boomers who

have been exposed to quality tequilas for years, to help them navigate through the marketing hype and the same tired tequila myths and misinformation.

Intergenerational sharing will not only ensure that they establish solid tastes and preferences for traditionally made 100 percent agave tequilas, but also strengthen family ties just as it has for decades in Mexico.

Organic tequilas

As quickly as mass produced tequila has exposed the world to this magnificent spirit of Mexico, so will handcrafted, old-style certified organic tequilas expose the next generation of aficionados to its traditional methods and processes.

This awareness will preserve and transform the essence of tequila's Denomination of Origin into one that works the way all geographical indications should.

MIKE MORALES

editorial@mediaplanet.com

SIMPLY PERFECT.



HAND-SELECTED 100% WEBER BLUE AGAVE. THE WORLD'S FINEST ULTRA-PREMIUM TEQUILA.

simplyperfect.com

NEWS

Question: What's the latest trend in mixed drinks and sipping spirits?

Answer: Tequila infused with other delightful flavors of Mexico.

Tequila grows up with infusions

If tequila makes you think of slushy margaritas and twenty-somethings trading shots, you haven't met real tequila. And these days real tequila means hand-crafted 100 percent agave tequila, often infused with other traditional Mexican flavors.

Tequila sales quadrupled during the last decade. While much of the increase was knocked back as shots or stirred into cheap margarita mixes, the U.S. cocktail culture is discovering what

Mexicans and spirits aficionados have long known: Good tequila is a delightful sipping spirit as well as an essential ingredient of many high-end cocktails. A good tequila is rich and distinct with layers of flavor that typically include plenty of fruit up front and a nice, peppery bite on the finish.

Hecho a mano

A new generation of hand-crafted tequilas is responding to the new food culture with the same attention to detail in our glasses that we've come to expect on our



PREPARATION OF TROPICAL FRUIT. Tequila is steeped in macerations of real fruit, peppers, or other ingredients. PHOTO CREDIT: TANTEO TEQUILA DISTILLERY

plates. Small distilleries provide top-quality, 100-percent agave tequilas infused with locally-sourced ingredients. These small-batch infusions contribute subtle flavors of Mexico, such as jalapeño and cocoa, to the already intriguing taste of tequila. They offer new taste experiences while remaining true to the romanticism and requirements of genuine Mexican tequila.

Real ingredients

These artisanal tequilas are infused with subtle and complex layers of

flavor—not simply topped up with flavorings. Tequila is steeped in macerations of real fruit, peppers, or other ingredients, with the maker tasting and adjusting along the way. The process is painstaking and time-consuming, from field to barrel. The result is unique and satisfying. While these infusions are delicious for sipping, they are also excellent in a wide array of cocktails, margaritas included. But please, don't waste them on shots.

EVERY HURT

editorial@mediaplanet.com



PEPPER CURED™ FOR FLAVOR NOT FOR THE HEAT.™



Six varieties of pepper give Agave Loco® its fresh pepper flavor.

More flavor for your Margarita, Bloody Mary (Maria) or just on the rocks with a squeeze of lime.

WWW.AGAVELOCO.COM

PLEASE ENJOY OUR PRODUCTS IN A RESPONSIBLE MANNER.
AGAVE LOCO® TEQUILA WITH PEPPERS ADDED. 35.5% ALC./VOL., IMPORTED BY AGAVE LOCO BRANDS, HIGHLAND PARK, IL 60035



Please enjoy Tanteo responsibly. 40% Alc./Vol. (80 Proof). © 2011 Imported by Tanteo Spirits, LLC, Oakton, VA

TANTEO INFUSES ultrapremium 100% agave tequila with fresh, all-natural ingredients for a completely new tequila experience. Try Jalapeño, Cocoa or Tropical and taste the tantalizing world beyond ordinary tequila.

Visit us at facebook.com/tanteo to find out where you can try it.



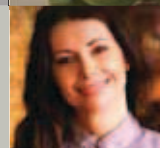
RECIPES



Gaston Martinez
Brand Ambassador,
Milagro Tequila



Kevin Vanegas
Brand Ambassador,
Jose Cuervo Tequila



Patricia Richards
Head Mixologist,
Wynn and Encore
resorts



Jason Mendenhall
Owner, Cocktails in Motion

Italian sunset punch cocktail

- 1 ¼ oz. Milagro Reposado
- ½ oz. Lillet Rouge
- ½ oz. Solerno
- 0.75 oz. Lime juice
- ½ oz. Agave nectar
- 1 oz. Blood orange juice
- 3 Basil leaves
- 2 Dashes rhubarb bitters
- ½ oz. Water
- 1 oz. Ginger beer

- Mix in punch bowl.

Platino fresco

- 1 oz. Jose Cuervo Platino
- ½ oz. St. Germain
- 2 Slices of cucumber
- 3 Mint leaves
- 1 oz. Grapefruit juice

- Combine the cucumber, mint and St. Germain into a mixing glass and muddle. Add the grapefruit juice and Jose Cuervo Platino.
- Fill with ice and shake. Strain into a rocks glass filled with ice.
- Garnish with a cucumber slice.

Organic blueberry & basil margarita

- 1 ½ oz. Fresh organic blueberries (approx. 20-23 each)
- 2 Large organic basil leaves
- 1 ½ oz. Organic Casa Noble Reposado Tequila
- ¾ oz. Fruit Lab Citry, organic orange liqueur
- ¾ oz. Organic light agave syrup
- 1 oz. Freshly squeezed, organic lime juice

- In a bar mixing glass, muddle the basil leaves and the blueberries. Add the remaining ingredients and shake well with ice to chill. Strain over fresh ice into a highball glass.
- Garnish with a fresh basil top and a few whole blueberries and serve.

Spicy margarita

- 2 oz. Tanteo Jalapeño Tequila
- 1 oz. Fresh lime juice
- ¾ oz. Agave nectar (or simple syrup)

- Combine ingredients in a shaker with ice.
- Shake well and pour into a rocks glass (salted rim optional).
- Garnish with a lime wedge.

PHOTOS: PRIVATE

Gold Medal

"Vibrant aromas"
"Soft, silky entry"
"Impressive & explosively flavorful" *

Gold Medal

"Vibrant aromas"
"Soft, silky entry"
"Complex notes with a warming finish" *

Gold Medal

"Silky soft entry"
"Great smoothness and balance of flavors"
"A fantastic sipping blanco" *

RIAZUL
PREMIUM

100% BLUE AGAVE TEQUILA

A Unique Sipping Experience

www.Riazul.com

* BTI rating

NEWS

TOP 25 TEQUILA BARS IN AMERICA

Got the itch to ditch the same ol' dive bar?

More tequila bars and restaurants are springing up around the country enveloping customers with the complete sensorial experience. Escape to Jalisco and visit our top picks around the country that boast the largest tequila selections and the best Mexican eats. Jump on the nation's hottest nightlife trend and visit a tequila bar!

Editor's picks**1. Ofrenda**

www.ofrendanyc.com

113 7th Avenue South, New York



PHOTO: EVAN TRAVELS

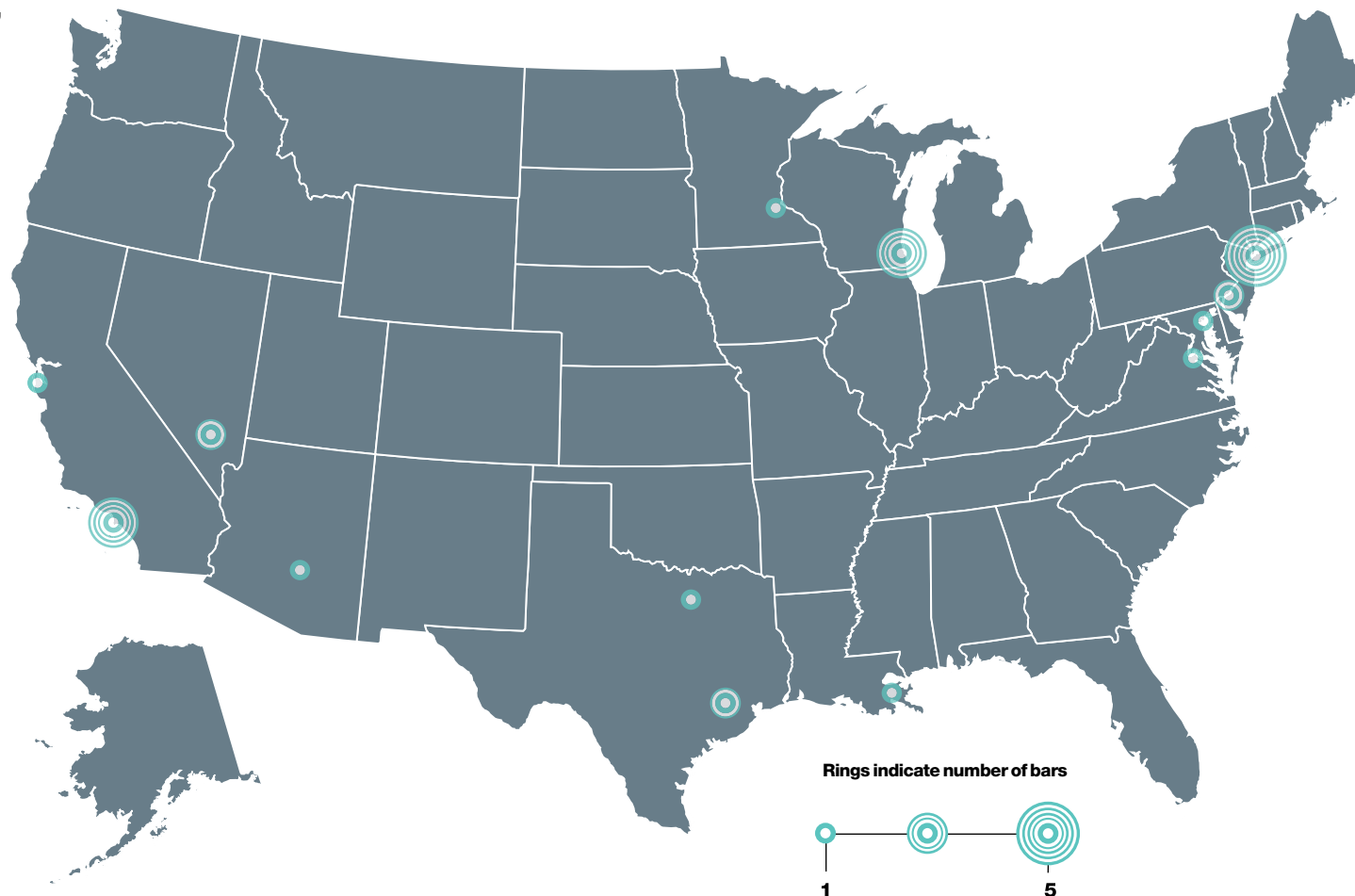
2. La Velvet Margarita Cantina

www.velvetmargarita.com

1612 North Cahuenga Blvd., Hollywood



PHOTO: EVAN TRAVELS



TOP 25 BARS

Baltimore**Blue Agave Baltimore**

www.blueagaverestaurant.com

1032 Light Street, Baltimore

Chicago**Masa Azul**

2901 W. Diversey Avenue, Chicago

Salud Tequila Lounge

www.saludlounge.com

1471 N. Milwaukee, Chicago

Depot Nuevo

www.depotnuevo.com

1139 Wilmette Avenue, Wilmette

Dallas**Iron Cactus Mexican****Grill & Margarita Bar**

www.ironcactus.com

1520 Main Street, Dallas

Los Angeles**Las Perlas Bar**

www.lasperlas.la

107 E. Sixth Street, Historic Downtown LA

Malo

www.malorestaurant.com

4326 W. Sunset Blvd., Silverlake

El Carmen

www.elcarmenrestaurant.com

8138 W. 3rd Street, Los Angeles

Red O

www.redorestaurant.com

8155 Melrose Avenue, Hollywood

Houston**Anvil Bar & Refuge**

www.anvilhouston.com

1424 Westheimer Road, Houston

TQLA Houston

www.tqlahouston.com

4601 Washington Ave., Houston

Las Vegas**Tacos & Tequila**

www.tacosandtequilav.com

3900 Las Vegas Blvd., Las Vegas

Agave Las Vegas

www.agavelasvegas.com

10820 Charleston Blvd., Las Vegas

Minneapolis**Barrio Tequila Bar**

www.barriotequila.com

925 Nicollet Avenue, St. Paul

New Orleans**Rita's Tequila House**

www.ritastequilahouse.com

419 Bourbon Street., New Orleans

New York**Dos Caminos** (4 locations)

www.doscaminos.com

675 Hudson Street at 14th Street

Teqa NYC

www.teqanyc.com

443 3rd Ave., New York

La Biblioteca de Tequila

www.richardsandoval.com/labiblioteca

622 3rd Ave. at 40th Street, New York

Agave NYC

www.agaveny.com

140 7th Ave. South, New York

Mayahuel

www.mayahuelny.com

304 E. 6th Street, New York

Philadelphia**Tequilas Restaurant**

www.tequilasphilly.com

1602 Locust Street, Philadelphia

Cantina Dos Segundos

www.cantinadossegundos.com

931 N. 2nd St., Philadelphia

Phoenix**Blue Agave Mexican Cantina**

www.blueagavemexicancantina.com

7000 E. Mayo Blvd., Ste. 1056, Phoenix

San Francisco**Tommy's Mexican Restaurant**

www.tommymexican.com

5929 Geary Blvd. San Francisco

Washington, DC**Oyamel Cocina Mexicana**

www.oyamel.com

401 7th Street NW, Washington DC



1 oz. OLD WORLD
2 oz. NEW THINKING
1 oz. PASSION
splash STYLE

Combine, shake and
serve over ice.

INTRODUCING 901. **MIXES WELL.**



901 Silver Tequila is a proud recipient of the Double Gold medal from the 2011 San Francisco World Spirits Competition.

INSIGHT

Question: What happens when great love is put into the growing and distilling of spirits?

Answer: You get great beverages that complement fine dining and inspire exceptional recipe creation.

TIP

5

CLEANSE PALATE
WITH CRACKERS
OR CHIPS,
REPEAT

A top mixologist takes tequila from farm to bar

“Americans are developing more sophisticated palates, and that extends to cocktails,” says mixologist Patricia Richards. “If you are eating great food, why not have a great cocktail as well? People increasingly are looking for globally inspired flavors and ingredients made from natural, artisanal products.” This approach works just as well in the bar as in the kitchen. And there may be no better way of satisfying these desires than with a well-crafted tequila.

The new food and drink cul-

ture does not stop with the desire for better tasting food and drink. It’s about knowing the story behind your food and drink, where it comes from, how it was grown and produced. It’s about being responsible, without sacrificing pleasure.

Richards, master mixologist at the Wynn and Encore resorts in Las Vegas, is widely considered one of the top mixologists in the country. In addition to creating new cocktails, developing recipes, and supervising 25 different bars, Richards is responsible for sourcing ingredients. This last task led to her being invited to serve on the Tequila Interchange Project (TIP),



Patricia Richards
Bridges the gap between production and mixology in Tequila, Mexico
PHOTO: PRIVATE

a prestigious group of professionals dedicated to exchanging knowledge and ideas about tequila production and marketing. After visiting agave farms and distilleries in Mexico as a part of the TIP, Richards made several suggestions for ways Mexico’s official national standards for tequila could make tequila production both more sustainable and more socially responsible.

From farm to bar

These suggestions stem directly from what Richards calls her “Farm to Bar” philosophy. Like Farm to Fork, the goal of Farm to Bar is to shorten the journey

from the farm to your glass, explains Richards. “Food just tastes better and is often better for you when it is produced with love by the farmer down the street,” she says. While tequila is not exactly just down the street for most of us, by developing relationships with the farmers who grow the agave and the local distillers who make the tequila, Richards brings that connection home. “A lot of love goes into spirit making,” Richards notes. And when you have that kind of respect for your ingredients, a lot of love goes into making, as well as enjoying, cocktails.

AVERY HURT

editorial@mediaplanet.com

Campeón Tequila wins the trifecta

GOLD • SILVER • BRONZE at The World Spirits Competition



Campeón
TEQUILA



campeonspirits.com

JOSE CUERVO RESERVA DE LA FAMILIA PLATINO Tequila. 40% Alc/Vol. ©2011 Imported by Productos Finos Ltda., Norwalk, CT, under license from the trademark owner. JOSE CUERVO is a registered trademark of Tequila Cuervo La Rojeña, S.A. de C.V.



THE WORLD'S BEST-TASTING SILVER TEQUILA.

Introducing Jose Cuervo Platino.
The highest-rated silver tequila ever
by the Beverage Testing Institute.*

Jose Cuervo Platino • 96
Patrón Silver • 89



*Beverage Testing Institute rankings 2007

WWW.JOSECUERVOPLATINO.COM
Enjoy responsibly.



Produced by
CASA HERRADURA
+EST. 1870+



TRUE TEQUILA.

THE ORIGINAL, ULTRA-PREMIUM TEQUILA
UNIQUELY HANDCRAFTED SINCE 1870.



HERRADURA TEQUILA. NEVER COMPROMISE.

ENJOY WITH UNCOMPROMISED RESPONSIBILITY.
Alc. 40% by Vol. (80 proof). Tequila Imported by Brown-Forman Beverages, Louisville, KY ©2011.