



**MEXICAN
SPIRITS**



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SOTOL





In the states of Durango, Chihuahua, and Coahuila grows a plant called “*Dasyliirion wheeleri*”, a type of maguey endemic to the region. It serves as the base for preparing sotol, the typical and traditional drink of northern Mexico.

“Sotol” is a drink with a strong character, with a gradation ranging between 38% to 45% alcohol and a smoky flavor reminiscent of wood and land. This drink obtained the “Denomination of Origin Tequila” in 2002.



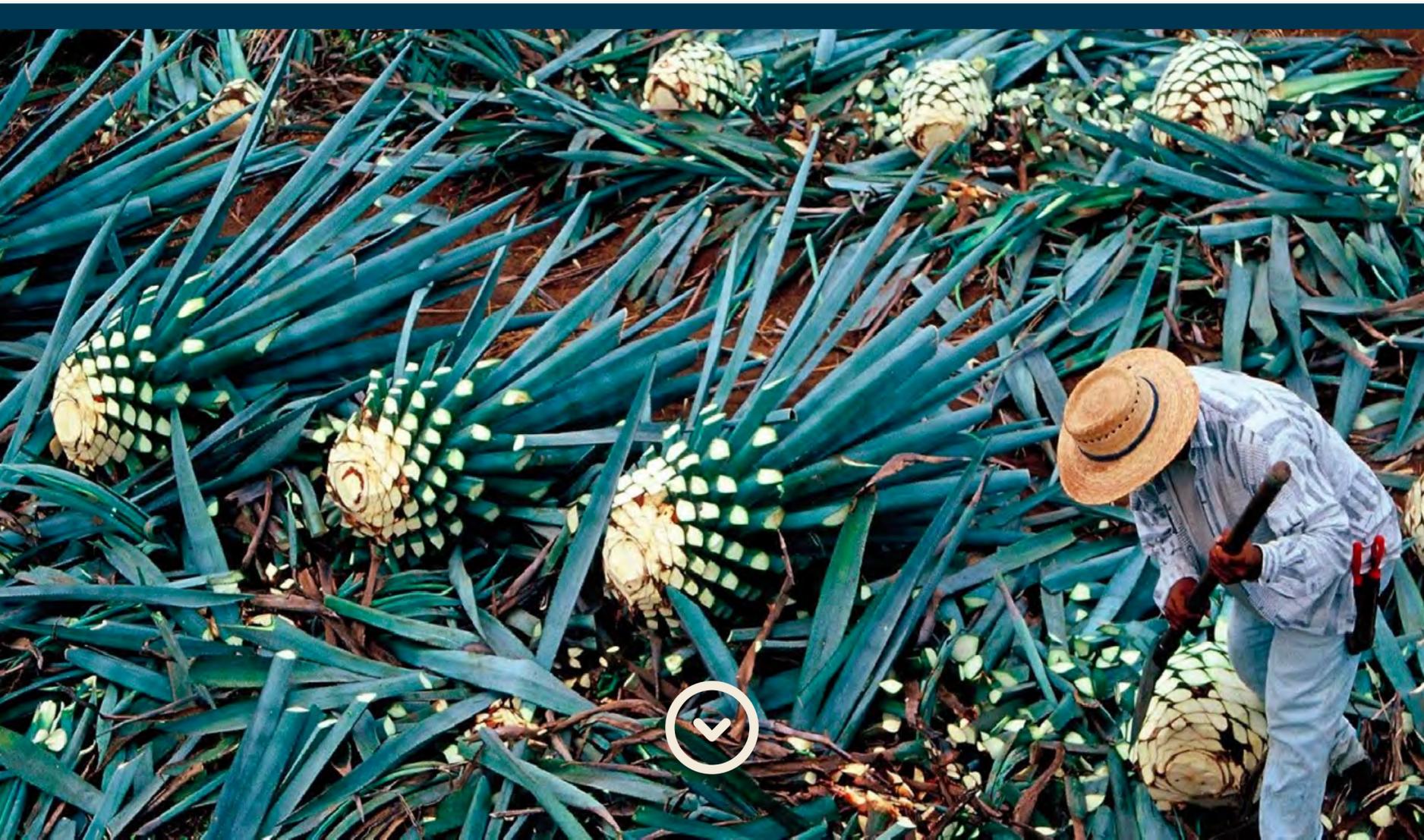
TEQUILA



There are those who consider it a drink of the gods; for others, it's a great aperitif or a pairing to accompany meals or to be combined with other drinks.

The reality is that tequila, a name that comes from the Nahuatl word *tekilan* and means “workers’ place,” is a drink that is recognized and appreciated both nationally and internationally as a symbol of Mexican culture.

In July 2006, the agave and the old tequila industrial facilities were declared World Heritage Sites by the United Nations of Education, Science, and Culture (UNESCO) for their great natural and cultural significance.





According to information from the Secretariat of Agriculture and Rural Development (SADER), the “Denomination of Origin Tequila” law protects the tequila production of 181 municipalities within five states: Jalisco with 125 municipalities, Michoacán with 30, Tamaulipas with 11, Nayarit with 8, and Guanajuato with 7.

Internationally, “Denomination of Origin Tequila” is recognized in 55 countries, including those of the European Union. Did you know that in 2018 the Official Diary of the Federation declared the 3rd Saturday of March as National Tequila Day?



RAICILLA



Mexico is a country with a wide range of alcoholic beverages, such as the traditional tequila and mezcal; non-alcoholic beverages, such as “tejuino” and “tascalate”; and other beverages that come from the distillation of maguey, such as “raicilla”.

Raicilla is a Mexican alcoholic beverage that is produced in Jalisco. Two varieties of plants are used for its preparation: the agave lechuguilla and the agave raicillero of the species *inaequidens* and *maximiliana*, which are endemic to the state.





The process of making raicilla consists of choosing ripe pineapples or agave heads, and then cleaning and charring them. The pineapple or agave is cooked in sealed ovens that burn at 130 degrees before it cools, is cleaned again, and ground. The liquid is fermented for a maximum of eight days, poured into stills to cook, and finally distilled. The gradation of raicilla ranges between 36% to 45% alcohol.



MEZCAL



It is said that a storm arrived at an agave field, during which lightning struck the agave several times, resulting in the creation of the liquors. Legend says that Mayahuel, Aztec goddess of the maguey plant, sent the storm and lightning strikes to provide mankind with the liquors.

Mezcal is a distilled, authentically Mexican beverage. Although Oaxaca is considered “mezcal’s world capital”, its denomination of origin includes protected territories across the states of Durango, Guanajuato, Guerrero, Puebla, Oaxaca, San Luis Potosí, Tamaulipas y Zacatecas.





The elaboration of mezcal involves 5 fundamental processes: 1) obtaining the raw materials by harvesting and collecting agave, 2) cooking pineapples or agave heads in ovens, 3) grinding the cooked pineapples and agave heads, 4) fermenting the ground product in its own juices, and 5) distillation, a procedure that has remained unaltered for more than 400 years since the arrival of the Spanish conquerors.

Mezcals always invite us to reflect about love, their origin, and how to distinguish one agave distillate from another. It's really important to clarify that all agave distillate is mezcal.



BACANORA

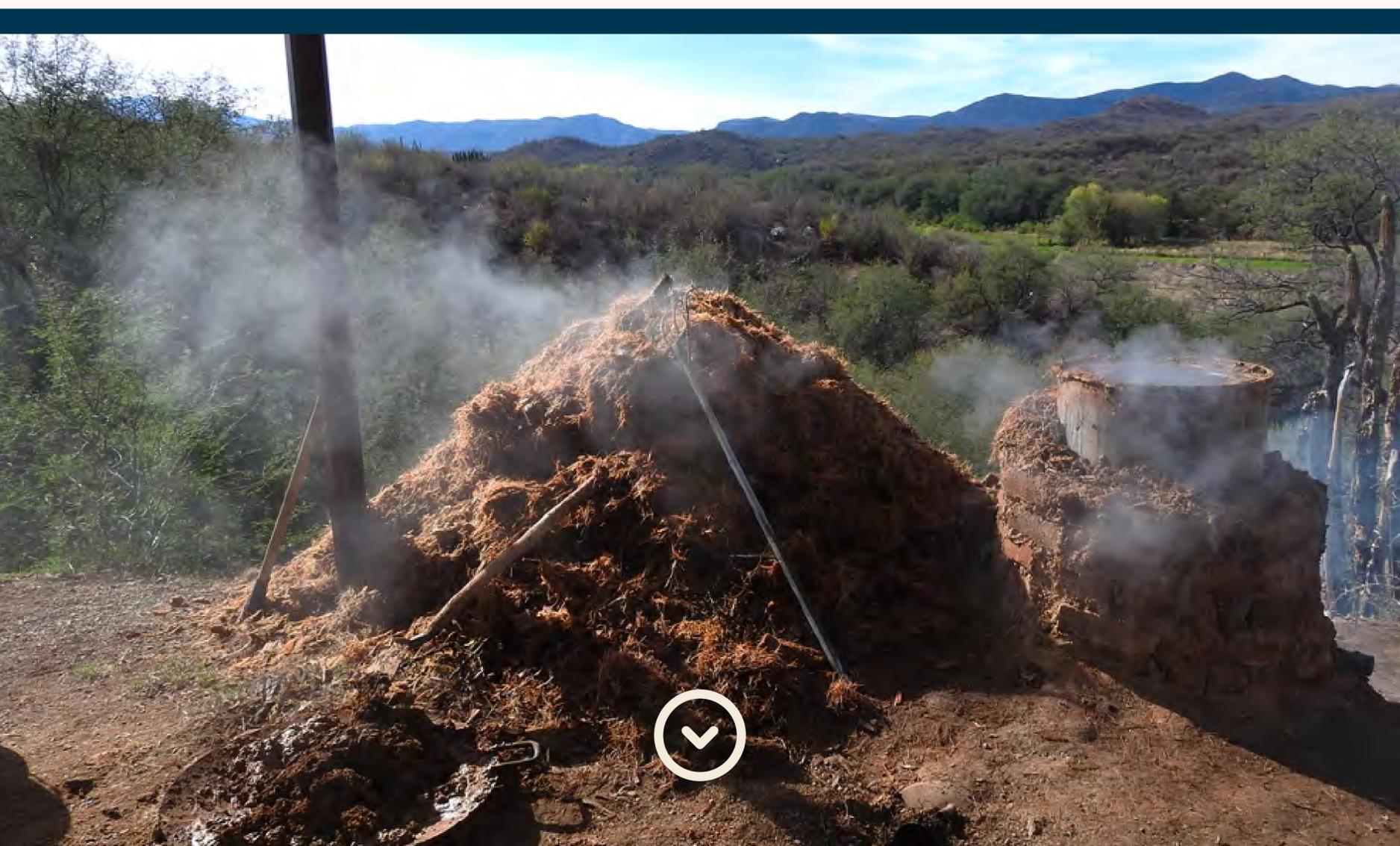


Bacanora is the traditional beverage of the state of Sonora. It is made with agave *Pacífica*, also called Yaquiana, and scientifically known as *Angustifolia*.

In the case of Bacanora, its flavor is sweeter, just as the agave pineapple recently cooked, with a lot of body and with a larger alcohol quantity. Bacanora has a unique flavor, with its own identity and a lot of personality.

Its production is still a complex process with 5 phases that condition the final distilled product: cutting the agave, cooking, mashing or grinding, fermentation, and distillation.

Bacanora has a strong flavor, with an alcohol gradation between 35% to 55% and a country-scented, wood-smoked finish. This is because during the production process, pencas are burned in underground clay ovens.





Bacanora is one of the best distillates around the world. This exquisite beverage has an excellent balance between smoked and sweet flavors, and also vegetable touches like roasted peppers and soil. Currently, it is recognized among the most well-known Mexican beverages.

It can look crystal clear, and it is often labeled as “white”, but it can also be consumed with anise or rested in wood barrels.

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