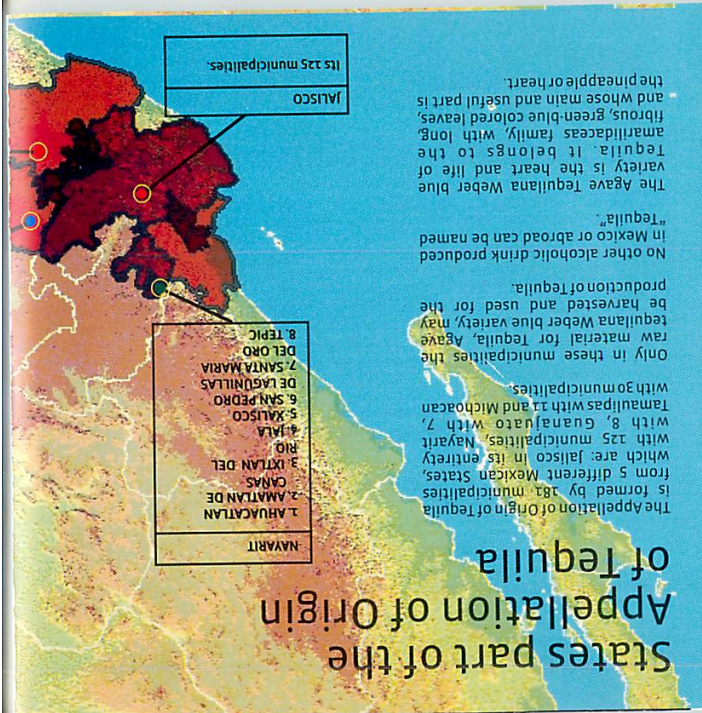




THE TEQUILA PROCESS

1. The "jima" consists in cutting off the leaves of the plant Agave tequilana Weber blue variety down to its base, to keep only the head or heart of agave, which is the raw material of Tequila.
2. Cooking or Hydrolysis. Is the process of transformation of the complex starches of the Agave into simple sugars, which are easily fermented and converted into alcohol, this is done through heat or other methods like hydrolysis.
3. Extraction of honeys: Before or after cooking, the sugars or starches obtained from the pineapples of Agave must be separated from the fiber in order to use these sugars for fermentation.
4. The formulation: in this step it will be decided which category of Tequila will be done and the juices obtained from the extraction are prepared for fermentation.
5. The fermentation is where the transformation of vegetal sugars into ethylic alcohol is carried out thanks to the work of yeasts. Other components will also be formed during this step that will contribute to the final sensorial attributes of Tequila.
6. The distillation is the process by which different components of the fermented mixture are separated, by means of heat and pressure, obtaining purified alcohol and letting go the undesirable residues. All Tequila must be distilled at least twice.
7. Aging is the slow transformation of Tequila that lets it acquire additional sensorial characteristics like odor, color and texture by physical chemical processes that in a natural way have place during its storage in recipients or barrels of wood oak or holm oak. The Extra Aged and Ultra Aged Tequilas must be matured in wooden barrels not larger than 600litres.
8. Bottling is the action of pouring the Tequila in the recipients that will contain it in order to keep it and protect its physical and chemical stability and market it. Tequila must be bottled in new recipients, allowed by the sanitary authorities. The range of alcoholic content allowed by the Standard of Tequila is from 35 to 55 alcohol percentage by volume. Both categories of Tequila may be enhanced by the addition of sweeteners, colorings, fragrances and/or flavorings allowed by the Ministry of Health of México.



States part of the Appellation of Origin of Tequila

The Appellation of Origin of Tequila is formed by 182 municipalities from 5 different Mexican States, which are: Jalisco in its entirety with 125 municipalities, Nayarit with 7 municipalities, Guanajuato with 8 municipalities and Michoacan with 30 municipalities.

Only in these municipalities the raw material for Tequila, Agave tequilana Weber blue variety, may be harvested and used for the production of Tequila.

No other alcoholic drink produced in Mexico or abroad can be named "Tequila".

The Agave Tequilana Weber blue variety is the heart and life of Tequila. It belongs to the amarilidaceas family, with long, fibrous, green-blue colored leaves, and whose main and useful part is the pineapple or heart.

Tequila, heritage of the Mexican people

What is an Appellation of Origin?

Tequila is a regional alcoholic drink made from the extracted juices of the Agave tequilana Weber blue variety. Verified and certified by the CRT and its geographical environment in which they are produced, this environment includes human and natural factors.

Is the name given to a geographical region of a country used on products that originate in it, whose qualities and characteristics are essentially due to the geographical environment in which they are produced, this environment includes human and natural factors.

CRT