

ALCOHOLIC BEVERAGES

TEQUILA

TEQUILA

- **Session Objectives-**

- After completion one would be able to recall what is Tequila, how it is made, types and list the popular international brands

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- DEFINITION
- INTRODUCTION
- ETYMOLOGY
- HISTORY
- MANUFACTURING
- TYPES
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DEFINITION

- Tequila, and its country cousin Mezcal, are made by distilling the fermented juice of agave plants in Mexico

INTRODUCTION

- Tequila is a spirit made primarily in the area surrounding Tequila, in Mexico
- It is a town in the western Mexican state of Jalisco, 65 km northwest of Guadalajara and in the highlands of Jalisco

INTRODUCTION

- It is made from the blue agave (also known as Maguey by the local people)
- Tequila is most often made at a 38–40% alcohol content (76–80 proof)

INTRODUCTION

- In Mexico, contrary to popular belief, tequila is drunk straight without salt and lemon
- Outside Mexico, a single shot of tequila is often served with salt and a slice of lime

ETYMOLOGY

- The name derives itself from the Mexican town Tequila, where the drink was originally distilled

HISTORY

- In 1656 the village of Tequila (named for the local Ticuilas Indians) was granted a charter by the governor of New Galicia
- Tax records of the time show that Mezcal was already being produced in the area

HISTORY

- This Mezcal, made from the local blue agave, established a reputation for having a superior taste, and barrels of the "Mezcal wine from Tequila" were soon being shipped to nearby Guadalajara and more distant cities

HISTORY

- The oldest of the still-existing distilleries in Tequila dates back to 1795, when the Spanish Crown granted a distillers license to a local patron by the name of Jose Ñ Cuervo

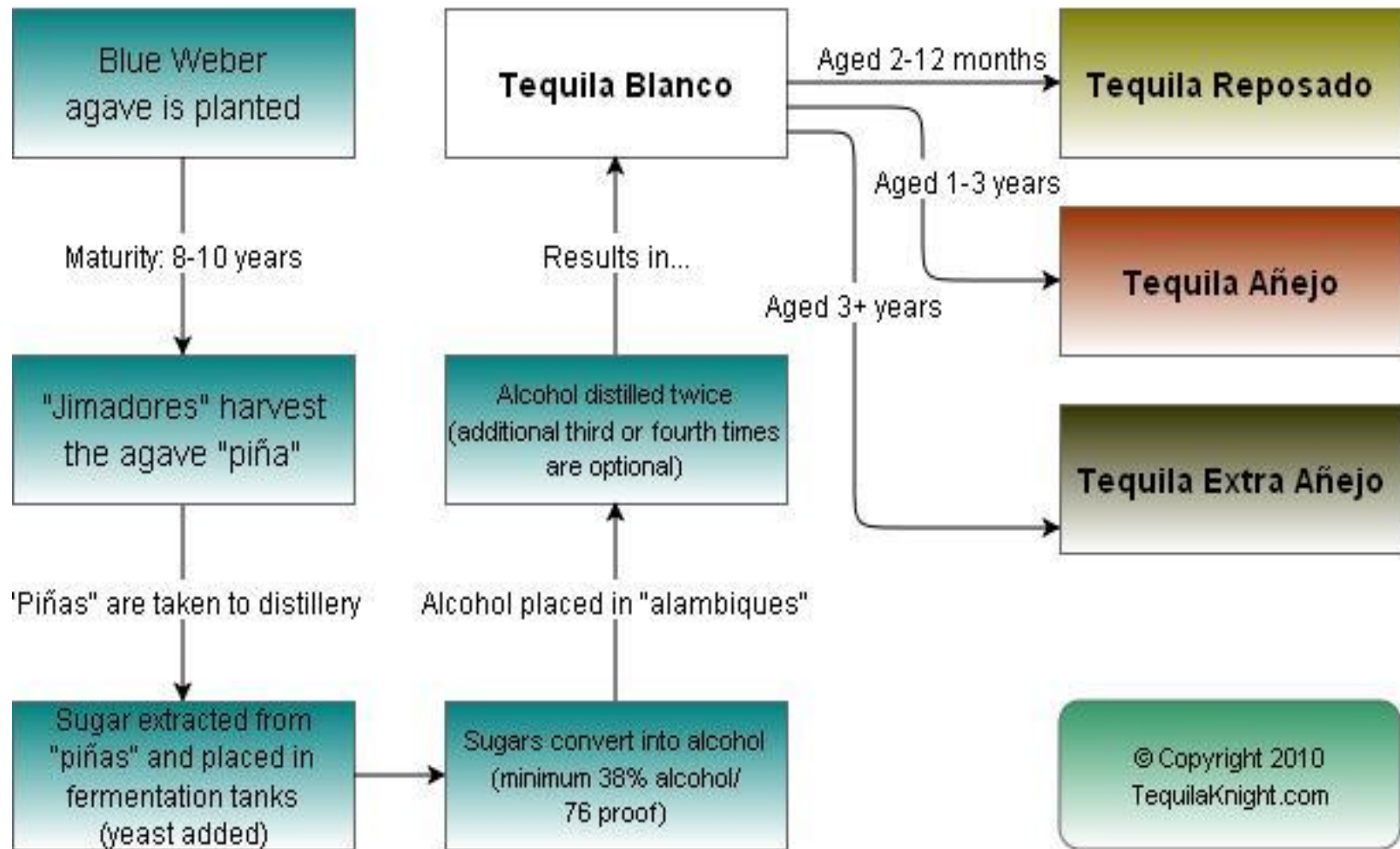
HISTORY

- In 1805 a distillery was established that would ultimately come under the control of the Sauza family
- Gradually, the locally-produced Mezcal came to be known as Tequila

TEQUILA



Making Tequila



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MANUFACTURING PROCESS

- The Pineapple like cores (Piñas) from a ripe blue agave plant are hauled to the distillery
- They are cut in half or chopped and put to roast

MANUFACTURING PROCESS

- Starches turn to sugar as the piñas are roasted in furnaces called "hornos"
- Modern distilleries use huge steam ovens to increase output and save on energy

MANUFACTURING PROCESS

- Roughly speaking, seven kilos (15 lb.) of agave piña are needed to produce one liter of tequila
- The roasted piñas are then shredded, their juices pressed out and placed in fermenting tanks or vats

MANUFACTURING PROCESS

- Once the juices are in the vats yeast is added
- During fermenting, the yeast acts upon the sugars of the agave plant converting them into alcohol
- Juices ferment for 30 to 48 hours

MANUFACTURING PROCESS

- Traditionally Tequila and Mezcal have been distilled in pot stills to 110 proof (55% ABV)
- The resulting spirit is clear, but contains a significant amount of congeners and other flavor elements

MANUFACTURING PROCESS

- They are distilled twice in traditional copper pot stills or more modern ones made of stainless steel or in continuous distillation towers
- Some light-colored Tequilas are now being re-distilled in column stills to produce a cleaner, blander spirit

MANUFACTURING PROCESS

- Color in Tequila and Mezcal comes mostly from the addition of caramel, although barrel aging is a factor in some high-quality brands

MANUFACTURING PROCESS

- Alcohol content may be between 70 and 110° Proof
- At this moment the liquor is no longer mezcal but tequila

TYPES

- Tequila can only be produced in Mexico, in the Tequila Region, and must comply with strict Mexican government regulations
- The NOM standard defines four types of tequila:-

TYPES

➤ Blanco or Silver

Clear and transparent, fresh from the still tequila is called Blanco (white or silver) and must be bottled immediately after the distillation process

It has the true bouquet and flavor of the blue agave

TYPES

➤ **Gold / Oro Tequila**

is un-aged silver Tequila that has been colored and flavored with caramel

It is usually a mixto

TYPES

- **Reposado** ("rested") Tequila is aged in wooden tanks or casks for a legal minimum period of at least two months, with the better-quality brands spending three to nine months in wood. It can be either 100% agave or mixto. Reposado Tequilas are the best-selling Tequilas in Mexico

TYPES

➤ **Reposado** ("rested")

Tequila is aged in wooden tanks or casks for a legal minimum period of at least two months, with the better-quality brands spending three to nine months in wood

TYPES

➤ **Añejo** ("old")

Tequila is aged in wooden barrels (usually old Bourbon barrels) for a minimum of 12 months

The best-quality añejos are aged 18 months to three years for mixtos, and up to four years for 100% agaves

TEQUILA BRANDS

➤ Tequila Blanco

Casa Noble, Lapis, Real Hacienda

➤ Tequila Reposado

Arette, Sauza, Conquistador, Don Julio, Milagro

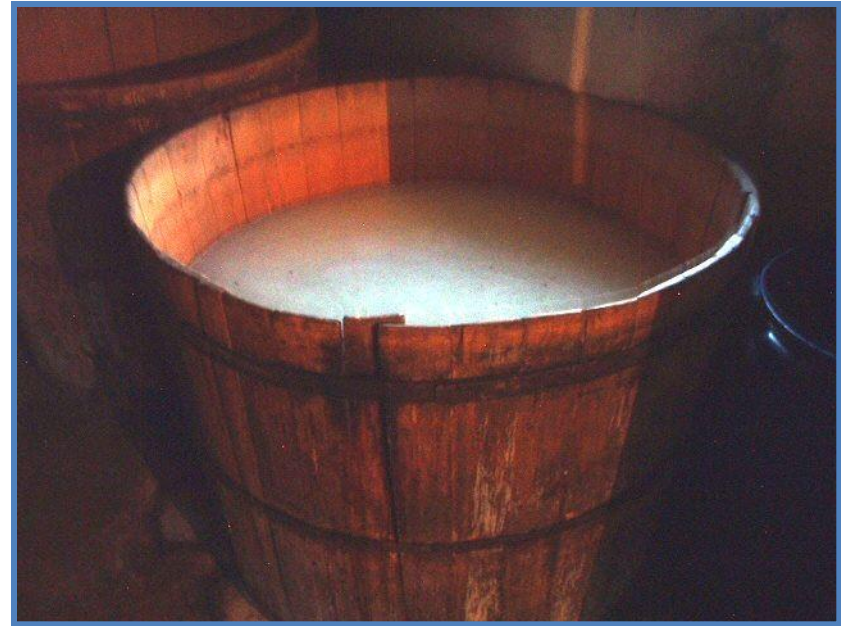
➤ Tequila Añejo

Cuervo, Don Julio, Herradura

TEQUILA



MEZCAL



PULQUE

TEQUILA



TEQUILA



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THANK YOU

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