



# Mezcal and Traditional Drinks Guide

## Mexican World Heritage Cities



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# Mexican World Heritage Cities Mezcal and Traditional Drinks Guide





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# Prologue

Mexico, there are many "Mexicos" in all corners of its great diversity and the beauty of its tangible and intangible heritage that has given it identity.

Mexico is a country of cheerful, creative and loyal people who are distinguished by their love for their homeland, that love that they express in all its manifestations that have left a well-defined culture that represents us throughout the world, people with their eyes high in the sky and with their feet firmly planted on the ground; a land where time converges, where the sense of history and place unfold simultaneously. We know from historical documents and hieroglyphic texts and codices that the native (pre-Hispanic) peoples had great important festivals a year where life and death were celebrated, these banquets served to socialize and solve economic and political problems.

Some festivals lasted for weeks because they were dedicated to the seasonal cycles of agriculture and its deities. Some of the sacred products were the fermented sap of some plants, and a dough made from the seeds of amaranth and corn <<atole>>.

By the time of the harvest (end of August) the festivities became true delicacies resulting from corn, poultry, cocoa, honey, seeds, chili, tubers, pumpkin, <<chaya>>, <<pulque>> among others. These culinary rituals served to honor the gods.

This great heritage of our ancestors today are great tourist-cultural attractions within gastronomy and spirits that continue to pay great worship to humanity.

Our country has 35 heritage sites inscribed on the list of World Heritage Sites for their great cultural and natural diversity.

In November 2010, the traditional cuisine of Mexico was inscribed in UNESCO on the Representative List of the Intangible Cultural Heritage of Humanity for being an important value in community development, Mexican recipes are a living cultural manifestation in their procedures and products with Denomination of Origin where the drinks of <<charanda>>, <<tequila>>, <<mezcal>>, <<bacanora>>, <<sotol>> and <<raicilla>> and products such as coffee, cocoa, <<Yahualica>> tree chili and <<habanero>> chille from Yucatan, <<Ataúlfo>> mango, vanilla from <<Papantla>> among other products that are attractive to their locality.

The National Association of Mexican World Heritage Cities, has carried out an editorial work of great importance Siglo XXI, for the extraordinary research that keeps the history, payment and thought of the great cities heritage that on their walls narrate legends, their convents treasure recipes the built heritage dates us its foundation and richness of the site, oral history is present in the naturals that guide you.

The National Association of Mexican World Heritage Cities, in charge, invites us to know how science is involved in gastronomy and the importance of biology, sociology, anthropology, archaeology, history, philosophy and agronomy that today are the result of Great experiences in flavor, color and folklore.

The Beverage Guide of the Mexican World Heritage Cities is a work that takes us through the secrets of great cultures in the richest and most peculiar regions of the country in the middle of jungles, rivers, seas, communities that still preserve the pre-Hispanic heritage and give us the life and drink that some of them have in the world.

Retain their original names in their local language <<Xtabentún, Pozol, Balché, Pox, Pulque, Tepache, Colonche, Mezcal Cuanax, Menyul, Ancho Reyes, Cerveza, Curados, Cebadina, Rompope, Pasita, Torito, >>



Popo, Craft beer Jabalí and Tempus, Wine and other fermented beverages that are part of rites and rituals in some communities.

In this great proposal we will make a long journey with our senses open to know the flavors, colors , aromas, textures that refresh our memory of drink and food, we will know the routes of each region, their calendars of festivals and festivals that are fundamental for linking dance, music and song as an indispensable part of the great cultural mosaic.

In the Tourism Industry it is essential to acquire this guide that facilitates the stay, because you get information about the site you want to visit on a specific topic that makes the richness of the point of interest accessible and links you with other attractions that allows you to interact with local master distillers and learn recipes from previous generations.

My deepest gratitude to the National Association of Mexican World Heritage Cities, A.C. and especially to Jorge Ortega González and Claudia Lorena Peralta for allowing me to be part of this work.

It is a fact that tasting and tasting dishes and drinks that belong to a culture transports us to the most real and makes us live unique experiences that transport us in time and space.

My recognition to the entire editorial team, researchers and designers for the great success in this guide that I am sure, will make us enjoy every sip..

We have a lot to thank music, cinema, performers, composers, literature, poetry and the plastic arts , for disseminating, protecting and guarding this great heritage that invites you to travel.

And the great José Alfredo Jiménez already said it in his song of Pedro <<el Herrero>>.

## A town full of history, I didn't want to miss it...

Araceli Ramos





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Campeche





# Xtabentún

## Introduction

<<Xtabentún>> is an ancestral liquor of Mayan origin, which is made from fermented honey, the product of the work of the bees that pollinate the flower of the same name which means "vine that grows on the stone" and alludes to the legend of the <<Xtabay>>

The ancient Mayans say that when the <<Xtabay>> died, dozens of beautiful flowers of an incomparable aroma emerged from its tomb, which they baptized with the name of <<Xtabentún>>, which is the one that can be seen in the Peninsula to this day.

It is an excellent appetizer and digestive; due to its aniseed flavor it offers the perfect contrast to the well-seasoned Yucatecan gastronomy. It is recommended to take <<Xtabentún>> alone, with ice and honey, or serve it in coffee.

Tasting the <<Xtabentún>> is an experience that will make you feel the millenary richness of the set of beliefs and traditions that have been inherited from generation to generation until today.

## Manufacturing process:

Honey extraction: Honey is collected from bees, preferably from <<melipona>> bees, which are native species of the Campeche region. This honey is used as a base for drinking.

<<Xtabentún>> flower infusion: <<Xtabentún>> flowers are infused into honey, allowing the flavors and aromas to blend. This process can take several days to achieve the desired concentration of flavor.

Addition of anise: Anise is added to the mixture of honey and <<Xtabentún>> flower to give it that characteristic and aromatic flavor. The amount of anise can vary depending on the recipe and the producer's personal taste.

Maturation: Once all the ingredients have been combined, the mixture is left to rest for a while so that the flavors are fully integrated. This maturation process can take several weeks or even months, depending on the recipe and the producer's preferences.

Filtering and bottling: Finally, the mixture is filtered to remove any solid residue and bottled for sale and consumption. <<Xtabentún>> can be enjoyed on its own, as an aperitif, or used as an ingredient in traditional Mexican cocktails. Tastings and Pairings: Tips for tastings, including suggestions for pairing with gastronomy of the region.

## Raw material:

- ☞ Bee honey: The main base of <<Xtabentún>> is bee honey, preferably from <<melipona>> bees, which are native to the region. Honey gives the drink its characteristic sweet taste.
- ☞ <<Xtabentún>> flower: This is the most characteristic part of the drink. The <<Xtabentún>> flower is a white flower that grows in the Yucatan region and is used both as an ingredient and as an ingredient and as a
- ☞ to give the drink its name. This flower is believed to have medicinal and spiritual properties according to the Mayan worldview.
- ☞ Anise: Anise is a spice that is added to give a distinctive and aromatic flavor to <<Xtabentún>>. It brings herbal and slightly sweet notes to the drink.



## Tasting and Pairing:

When tasting it, you can appreciate its light golden color, its sweet and floral aroma with notes of anise and herbs, and its mild flavor with a touch of honey and floral notes. Its finish is generally sweet and smooth.

As for pairings, <<Xtabentún>> is versatile and can accompany desserts based on chocolate, coffee or almonds, as well as soft and creamy cheeses. It also pairs well with fresh or dried fruits, and can be a perfect addition to coffee.





# Pozol

## Introduction

<<Pozol>> is a traditional drink native to southeastern Mexico, including the state of Campeche. This ancestral drink has deep roots in Mayan culture and is made from nixtamalized corn and water, although cocoa can also be added for flavor and color. <<Pozol>> is a thick and refreshing drink that is consumed cold, especially in hot climates. It is appreciated not only for its flavor, but also for its nutritional value and its cultural importance in the region.

## Manufacturing process:

Preparation of the corn dough: The nixtamalized corn is ground into a thin dough.  
Mixing with water: The dough is mixed with water to create a thick drink.  
Add cocoa or spices (optional): If desired, you can add cocoa powder, cinnamon or other spices to adjust the flavor.  
Resting and refrigeration: The <<Pozol>> is left to rest and cooled before serving.

## Raw material:

- ☞ Nixtamalized corn: It is the base ingredient of pozol, it is cooked in a process known as nixtamalization.
- ☞ Water: Used to dilute corn dough and create the drink.
- ☞ Cocoa (optional): Cocoa powder can be added to give flavor and color to the drink.
- ☞ Spices (optional): Spices such as cinnamon or chili can be added to customize the flavor.

## Pairing:

Cheeses: Richly flavored cheeses, such as Oaxaca cheese, goat cheese, or smoked cheese, are great options to accompany mezcal.  
Dark Chocolate: Mezcal and dark chocolate are a surprisingly delicious combination.







# Balché

## Introduction

<<Balché>> is a sacred ceremonial drink for the ancient Maya and is still consumed in some communities in Campeche and other regions of Campeche, the Yucatan Peninsula. It is made from the bark of a fermented <<balché>> tree and is consumed on special occasions and rituals.

<<Balché>> liqueur is prepared with virgin water, that is, water from a cenote, strips of bark and honey. The brew is covered with palm or banana leaves and left to ferment until the next day, after which time it is considered to be drunk.

## Raw material:

- ☞ <<Balché>> tree bark: The bark of this tree is the basis of the drink. It is collected and dried for later use.
- ☞ Honey: Honey is used to sweeten and ferment the drink.
- ☞ Water: Water is needed to dissolve the ingredients and create the mixture for fermentation.
- ☞ Anise and other spices (optional): Some traditional recipes may include anise or spices to flavor the drink.

## Manufacturing process:

Preparation of <<balché>> bark: The bark of the <<balché>> tree is collected and left to dry.

Infusion: <<Balché>> bark is soaked in water to extract its properties and flavor.

Fermentation: The <<balché>> bark infusion is mixed with honey and left to ferment for several days. Fermentation time may vary depending on the recipe and local tradition.

Filtering and storage: Once the beverage has fermented, it is filtered to remove solids and stored in dark containers.





# Pox

## Introduction

<<Pox>> is a traditional alcoholic beverage originating in the Mayan culture. This drink is made from the fermentation and distillation of corn, sugar cane, and wheat, which gives it its characteristic strong flavor and significant cultural background.

Pox is used in ritual ceremonies, but it is also enjoyed socially as part of the local cuisine.

## Tasting and Pairing:

**Tasting:** <<Pox>> has a distinctive aroma and flavor, with earthy, sweet, and alcoholic notes. It is a strong drink with a long and persistent finish.

**Pairing:** <<Pox>> can be paired with traditional dishes of the region, such as tamales, meat stews, or any other typical dish. It can also be enjoyed with cheeses and dried fruits.

## Raw material:

- ☞ **Corn:** It is one of the main ingredients used to make <<pox>>.
- ☞ **Sugarcane:** Provides the sugary component necessary for fermentation.
- ☞ **Wheat:** It is also used to make the drink.
- ☞ **Water:** It is used to ferment the ingredients and create <<pox>>.

## Manufacturing process:

**Fermentation:** The ingredients (corn, sugar cane, and wheat) are fermented in water for several days.

**Distillation:** After fermentation, the mixture is distilled to obtain pox, a strong liquor.

**Resting:** Pox can rest in barrels to soften its flavor and develop additional nuances.





# Pox Recipes

## Lemon Maragarita

1 ½ oz poxmyl natural ceremonial  
 ½ oz controv o triplesec  
 Lemon Syrup

## Sugey (Sunlight)

2 oz white pox 70 ml pineapple juice  
 Mineral water to taste  
 1 pinch of cardamom Worm salt or  
 Jamaica

Preparation:

1. Frost a glass with lemon and salt (worm or hibiscus).
2. Add ice to taste.
3. Add the pox, juice, mineral water and mix everything.
4. Add the cardamom.



# Traditional Drink Tours

### El Rincón Colonial

Calle 59 entre Calle 16 y  
 Calle 18, Centro Histórico  
 Tel: 9811435385  
 Email: rinconcolonial\_  
 campeche@outlook.com

### La K'intinflas

Calle 59 entre Calle 8 y  
 10, Centro Histórico  
 Teléfonos: 9818115345  
 Email: manuel\_  
 segovia87@hotmail.com

### La Choperia 59

Calle 59 #252 esquina  
 Calle 10 Centro Historico  
 Email: gortegaselem@  
 gmail.com

### Delirio Bar 59

Calle 59 entre Calle 10 y  
 12, Centro Histórico  
 Teléfonos: 9811260142  
 Email: ivanhancock77@  
 hotmail.com

### Tatich-Bar

Calle 59 #160 entre  
 Calle 10 y 12, Centro  
 Teléfonos: 9818168004  
 Email: renetatich@  
 hotmail.com

### Fata Morgana

Calle 59 #47 entre Calle  
 14 y 16, Centro Histórico  
 Teléfonos: 9811166732  
 Email: fatamorganabar@  
 gmail.com





### **Odisea Cantina**

Calle 59 #47 entre Calle  
14 y 16, Centro Histórico  
Teléfonos: 9811380720  
Email: odiseabarmx@  
gmail.com

### **Las de Guanatos**

Av. Adolfo Ruiz Cortinez  
esquina con victoria  
Teléfonos: 9811456260  
Email: guanatoscamp@  
gmail.com

### **Barbazul**

Malecón Justo Sierra,  
Barrio de San Román  
Teléfonos: 981 138 6700  
Email: daniel\_  
montellano@hotmail.com

### **La Malteza**

Av. Resurgimiento #83  
San Fco. de Campeche  
Teléfonos: 981 116 4390  
Email: lamalteza@gmail.  
com

### **El Compadrito**

Calle 10 # 411 entre  
Bravo y Allende,  
Barrio de San  
Román C.P.24040  
San Francisco de  
Campeche  
Teléfonos: 9811456556

### **Chilena 59**

Calle 59 por 10 Centro  
Histórico  
Teléfonos: 981 206 9206



## Events & Festivals

- 1 Tourist Festival of the Sea**  
June





# Mexico City





# Pulque

## Introduction

<<Pulque>> (from the Nahuatl *poliuhqui*, decomposed), the "drink of the gods", is a valuable biocultural resource, with a long history where they are related different characters, practices and traditions that have survived for thousands of years, from pre-Hispanic times to the present day, hence the need to recognize its importance. Pulque has its roots in the pre-Hispanic era of Mexico, before the arrival of the Spaniards in the sixteenth century. The ancient settlers considered pulque a sacred drink and associated it with the goddess <<Mayahuel>>, the deity of the maguey, the plant from which pulque is obtained. It is believed that pulque was consumed in religious ceremonies and rituals, and its importance was such that even the gods enjoyed it.

With the arrival of the Spaniards, pulque faced competition from brandy and wine, but managed to survive and adapt to new cultural influences.

During colonial times, pulque became a popular drink throughout Mexico. Over the centuries, it has experienced ups and downs in its popularity, but it has maintained a special place in Mexican culture.

## Raw material:

☞ Maguey.

## Manufacturing process:

<<Pulque>> is produced from *aguamiel*, a sweet liquid that is extracted from the heart of the maguey, a plant similar to agave. The fermentation of the mead is what transforms this liquid into pulque.

The production process is an art and requires experience and skill on the part of the <<tlachiqueros>>, people in charge of the extraction of the mead and fermentation. Once the mead is collected, it is stored in wooden containers or clay, where fermentation occurs naturally due to the action of yeasts and bacteria present in the environment. The result is a mildly alcoholic drink with a slightly sour and somewhat viscous taste. Pulque can be eaten fresh or, if allowed to ferment longer, it becomes "curado," a variety enriched with flavors such as pineapple, strawberry, walnut, or guava.



## Tasting:

### View:

Color: <<Pulque>> can range from milky white to grayish. Its appearance should be cloudy due to the presence of live microorganisms.

Consistency: It is a slightly thick drink, similar to buttermilk.

### Smell:

<<Pulque>> has a distinctive aroma that can be described as slightly acidic, with herbal and fermented notes. Good pulques have a fresh smell, while older pulques can develop stronger smells.

### Taste:

Taste: Its flavor is complex, with a balance between acidity, sweetness and a bitter touch. The freshness and slight acidity are signs of quality pulque.

Texture: On the palate, pulque should feel creamy and smooth, without being too thick or lumpy.

## Pairing:

<<Pulque>>, due to its unique flavor and texture, can pair with a variety of foods, enhancing both the flavors of the drink and the food. Here are some pairing recommendations:

### Traditional Mexican Dishes:

<<Tacos al Pastor>>: The acidity of <<pulque>> contrasts and complements the spicy and sweet flavor of the marinated meat.

Barbecue: The softness of pulque brings out the tender texture and smoky flavors of lamb barbecue.

<<Mole>>: The complexity of mole, with its sweet and spicy flavors, is well balanced by the acidity and smoothness of <<pulque>>.

### Cheese:

<<Queso Fresco>>: The lightness and freshness of fresh cheese combine perfectly with the softness and acidity of <<pulque>>.

<<Cotija>> Cheese: The salty and strong flavor of the cotija is softened by the texture of the pulque, creating an interesting and flavorful pairing.

### Seafood:

<<Ceviche>>: The acidity of pulque complements the freshness and acidity of ceviche, creating a harmony of flavors.

Shrimp <<a la Diabla>>: The spiciness of the shrimp is softened by the creamy texture of the <<pulque>>, making the combination pleasant and balanced.

### Desserts:

Milk caramel or <<Cajeta>>: The sweetness of these desserts is complemented by the slight acidity of <<pulque>>, creating a balance of flavors.

## Additional Tips:

**Cured <<Pulque>>:** For those who prefer a twist, cured pulque (mixed with fruits, nuts, or herbs) offers a variety of additional flavors that can pair with different types of meals, from savory dishes to desserts.

**Serving Temperature:** Pulque is best enjoyed cold, which highlights its freshness and softens its natural acidity.





# Tepache

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## Introduction

<<Tepache>> is a fermented drink generally from the sugars of pineapple (there are some variants with other fruits but they are less representative). It was used in Mayan rituals, and achieving the desired consistency, flavor and alcohol content has its science. Pineapple <<tepache>> achieves high levels of alcohol the more days it is left to ferment, but we must be careful not to miss it or we will end up drinking a kind of vinegar.

The origins of the word "tepache" are almost as old as those of <<pulque>>, it comes from the Nahuatl "tepiatl" which means "corn drink" (originally <<tepache>> was made with grains of this cereal).

## Raw material:

☞ Mainly pineapple or other fruits.

## Manufacturing process:

### Selection and Preparation of the Pineapple:

A ripe pineapple is used. It washes well to make sure it doesn't have any soil residue or pesticides. Then, peel the pineapple, separating the peel from the pulp. For <<tepache>>, the husks are mainly used, although a little of the pulp can also be used to add flavor.

### Mix of Ingredients:

Pineapple peels are placed in a large container, preferably glass or ceramic. A sweetener is added, traditionally <<piloncillo>> (a type of unrefined sugar), although brown sugar can also be used. Spices such as cinnamon and sometimes cloves or star anise are often added for extra flavor.

### Fermentation:

Water is added to the mixture of pineapple, piloncillo and spices.

The container is covered with a clean cloth to allow air to circulate but prevent insects or dust from entering.

It is left to rest at room temperature for a few days. During this time, the natural yeasts present in the pineapple peel and in the environment initiate the fermentation process, transforming the sugars into acid and a small amount of alcohol. This gives tepache its characteristic, slightly effervescent flavor.

### Test and Adjustment:

After a couple of days, the liquid is tested for taste. Depending on environmental conditions and personal preference, fermentation can last anywhere from 2 to 4 days.

If a stronger flavor is desired, it can be left to ferment longer, but be careful not to leave it too long, as it can become very acidic.



## Casting and Storage:

nce the tepache has the desired flavor, strain it to remove the pineapple peels and spices. The resulting liquid is transferred to bottles or containers and stored in the refrigerator to stop fermentation and keep it fresh.

## Consumption:

<<tepache>>, is served cold, and is a refreshing drink with a slight sour and sweet touch, ideal to enjoy in warm climates.







# Traditional Drink Tours

## Catedral del Pulque

Formerly called the Casino Room, the Pulque Cathedral is one of the most traditional pulquerías in the center. Its excellent pulque comes from Nopaltepec, very close to Teotihuacan, and its guava cures, pineapple, cherry, mint, amaranth and oats are a delight. And for those who prefer natural pulque, this place is a great option to try one of the best you can get in the city.

Calle de Lorenzo Boturini number 255, right on the corner with Isabel la Católica.

## Las Duelistas

A tour of the best pulquerías in the Historic Center can begin at Las Duelistas, an attractive and extravagant place, almost bizarre. The place is always very busy. Its décor, atmosphere and curated dishes attract young people from all over the city.

It is located right on 28 Aranda Street, just about three blocks from the Alameda Central and the Latin American Tower.

## La Hermosa Hortensia

Another very nice place is definitely <<La Hermosa Hortensia>>. The site has a charming terrace that offers the best views of Garibaldi Square. It is about a family-run <<pulquería>> with attentive hosts who will make your visit a special occasion. Here the cured oats, celery, and blackberries are the specialty and are unparalleled in the city.

It is on the opposite corner of the Amargura alley just in front of Plaza Garibaldi.

## La Chulada

The <<pulquería>> La Chulada is not to be missed, as its atmosphere is intimate and pleasant, with a decoration that includes very witty and fun murals. Its splendid <<pulque>> comes from Amaque Mineral de la Reforma, in Hidalgo. The cured carom, <<cajeta>> and <<Mazapan>> are its best letter of introduction.

On the corner of 5 de Febrero Street and San Jerónimo.

## El Recreo de Manzanares

With a neighborhood flavor, a traditional, authentic flavor (the manager has long said that the business is about eighty years old) it is the other survivor of La Merced and gathers, on the lookout for three cured meats a day and <<charales dorados botaneros>>, to the Mercedarian neighborhood represented by humble characters who live there and almost live. Tiles, altar, elbow-to-elbow tables squeezed together and tiles on the façade make it worthy of the museum of authenticity.

## El Tío Pepe

Legend has it that the Grey Car Gang met here to plan their crimes before Chinatown established in this area. It was a meeting place for writers and revelers. It has been the location for films and television productions. Already a hundred years old, it is the classic canteen of the Historic Center with furniture and Period decorations with cabinets and a wooden bar.

Avenida Independencia 26, Centro. San Juan de Letrán Metro Station. Line 8.

### **El Oasis**

For 62 years they have been serving an amber-colored liquid tradition here: 100% artisanal Tepache . You can also go to "Oasis 2" in the same market if you are craving a gordita de chicharrón.

Dr. Arce 45, Doctores neighborhood, Cuauhtémoc, CDMX (inside the Hidalgo Market)

### **Salón Tenampa**

Salón Tenampa is one of the most famous cantinas in Mexico City, founded in 1925 by the Plaza Garibaldi, just when the musical boom of the area began. Over the years, it has seen countless musicians, composers and mariachis, as well as diners looking for an experience full of tradition and vibrant melodies. Among his most spoiled clients are José Alfredo Jiménez, Chavela Vargas, Pedro Infante and Mario Moreno 'Cantinflas'.

Pl. Garibaldi 12, Centro.

### **La Peninsular**

La Peninsular is the perfect setting to enjoy bohemian nights accompanied by a couple of drinks, as well as a Traditional menu with delicious typical Mexican dishes. It is said that it was one of the favorite cantinas of the singer Lucha Villa, and also served as a film set during the filming of 'El callejón de los milagros'; currently, you can find it full of a casual atmosphere during the weekends.

Alhóndiga 26-Local 4, Historic Center.

### **La Ópera**

Located next to the Palace of Fine Arts, La Ópera is one of the cantinas in the Historic Center of Mexico City where you will be greeted by an undoubted revolutionary spirit, as well as a stately atmosphere of attentive service. It opened its doors in 1876 as a French pastry shop, to later become a traditional canteen that would serve personalities such as Don Porfirio Díaz, Emiliano Zapata, Francisco Villa, Miguel Alemán and Adolfo López Mateos.

Av. 5 de Mayo #10, Historic Center.

### **LaFuente de los Chupamirtos**

With decades of history on its back, it is located next to the main nave of the La Merced Market. Here you can enjoy natural and cured pulques from the state of Hidalgo that are accompanied by delicious well-cooked snacks. The prices are very low and the atmosphere is pleasant.

It is located at General Anaya 40, Barrio de La Merced. The nearest Metro station is Candelaria, lines 1 and 4.

### **La Risa**

Founded in 1903, it is the oldest pulqueria in the Historic Center, if not in the entire city. In the old way, the tinacales are in plain sight and their walls are decorated with murals. Here

It serves natural pulque and cured products that are always accompanied by snacks.

It is located at Mesones 71. Metro stations , Isabel la Católica, line 1 and Metro Salto del Agua, Line 8.





# Events & Festivals

1 National Pulque Day  
February 6

2 Pulque and Barbecue Fair  
May







# Durango





# Mezcal

## Introduction

The agave durangensis is the heart and soul of Durango mezcal; this agave is able to develop in semi-arid places, as is the case of Durango, a unique agave that thrives in soils rich in minerals and minerals, which provides unique flavours and aromas, and which has had a Designation of Origin since 1994.

Mezcal was produced by the first inhabitants as part of their ceremonial rites. With the arrival of the Spaniards to <<Nueva Vizcaya>>, to the territory that today occupies Durango, their styling processes improved, so that the production of mezcal increased considerably. Local producers have tried to maintain this artisanal technique and traditional methods to date, achieving a mezcal of exquisite flavor and high quality, becoming a unique experience in each bottle.

Durango ranks third in mezcal production nationwide. You can find a large number of types of mezcal, such as <<cenizo, masparillo, tepemete, verde, lamparillo, castilla, l'Gok and sierreño>>. The quality of mezcal is the essence of Durango. The production of mezcal honors traditions and respect for nature. This process requires deep knowledge and skills that are passed down through generations, which is why, without a doubt, Durango mezcal has become one of the best in Mexico.

## Raw material:

- ☞ The Cenizo Durangensis agave – wild is the endemic agave of the region. Because it is wild, it provides us in its natural form with the richness of mother earth and the benefits of an organic material rich in sugars. The agave is previously selected (8-12 years old) to be <<jimado>> in hills surrounded by rivers.
- ☞ The mezcalero or ashy agave (agave durangensis gentry) is a species that is naturally distributed in the states of Durango, mainly in the municipalities of <<Nombre de Dios, Súchil and El Mezquital>>.



## Manufacturing process:

### Cooking

The process of making mezcal is totally artisanal by cooking the agave underground, grinding it in <<tahona>>, natural fermentation in wooden vats at ground level and distillation in copper stills in a conical volcanic stone oven. The process to make mezcal is basically to cook the agave pineapples for 3 days in a conical stone oven built at ground level, they use mesquite wood and volcanic stone to keep the heat for longer and thus achieve that all the Pineapples are just right.

### Milling

The milling is carried out in a <<tahona>>, with the help of a mule that pulls a quarry wheel. This process is used to extract the juices and aromas naturally so that the yeasts can naturally warm up.

### Fermentation

Fermentation is 100% Natural and takes place in oak wood vats for a period of 3-5 days depending on the weather conditions and the whim of the yeasts. Once fermentation has been carried out, the first and second distillation of the musts is carried out in 2 copper stills.

### Distillation

The product obtained from the first distillation is known as ordinary or wine water, due to its low alcohol content. This product is rectified (2nd distillation) again in order to obtain 100% agave mezcal, after separating and eliminating the products called mezcal tips and tails.



## Tasting and Pairing:

Although mezcal is traditionally consumed on its own, there are several nuances to consider when enjoying it to fully appreciate its unique characteristics. Mezcal is not intended for quick consumption, but for slow tasting.

Recommendations for tasting a mezcal:

Glasses: To serve mezcal, opt for a traditional <<veladora>> or flute glass. These containers enhance the sensory exploration of the spirit.

Temperature: Mezcal should be served at room temperature.

Drink slowly: Drink the mezcal slowly, letting each note unfold and reveal its complexity. An essential technique, often referred to as the "kiss" technique, is considered the proper way to sip and taste mezcal.

Flavors: Take another "kiss" of mezcal and without passing it through your mouth, hold it for seven seconds and pass it around. On the tip of the tongue you will appreciate the sweet flavors of the agave produced by its sugars, in the middle part you will notice the flavors resulting from cooking and fermentation and the acidic flavors. The smoky taste will also be detected in the middle part of the tongue, while the bitter flavors are felt in the last part of the tongue.

Mezcal combines wonderfully with various traditional foods of Durango such as our characteristic <<discada>>, grilled meat accompanied by guacamole with pieces of dried meat, or different stews based on meat and products from the region. It's also worth noting that mezcal can be a versatile drink in cocktails. It can replace the original spirit in classic cocktails, offering a unique twist.

Ultimately, enjoying mezcal is not just about enjoying the drink, but exploring its rich heritage, traditions, and the diverse flavors that make it a much-loved part of Mexican culture.







# Sotol

## Introduction

In the states of Durango, Chihuahua and Coahuila grows a plant called "Dasyliion wheeleri", it is a species of maguey endemic to the region and is the basis for preparing the typical and traditional drink of the north of the country: <<sotol>>.

From Durango, in the north of the country with great tradition and a constant struggle, <<sotol>> is reborn as a spiritual drink worthy of sharing, a decade ago this drink was about to appear, today sotol is more current than ever. Used in religious rituals and ceremonies, this strong drink in its first sip awakens the senses.

<<Sotol>> is the ceremonial drink par excellence in northern Mexico. The indigenous people of northern Mexico (Tarahumara and Anazasis), for 800 years, have made sotol to perform religious ceremonies and as a medicinal remedy, because cured with damiana it is invigorating, with <<wereke>> (medicinal root) it serves to control diabetes, with <<ojasé>> it relieves the stomach and as a digestive in cured with green apple.

The process for making <<sotol>> is traditional and consists of collecting and defoliating the plants; digging and preparing the oven; cooking the heads, macerating and fermenting them; Distill the product up to two times until it is ready for consumption.

This drink obtained Denomination of Origin in 2002. There are four varieties of <<sotol>>: white or silver, young or gold, reposado or aged and extra aged or extra-aged.

## Raw material:

☞ <<Sotol>> is a distilled beverage that is made from the plant of the same name, scientifically known as Dasyliion wheeleri. This plant grows in desert areas and its production process is similar to that of mezcal and tequila.

☞ The Designation of Origin ensures that sotol meets certain standards of quality and authenticity, which guarantees consumers that they are acquiring a genuine product.



## Manufacturing process:

<<Sotol>> is a drink obtained by distillation and rectification of musts prepared with sugars extracted from milling. It is a transparent liquid with organoleptic qualities particular of characteristic smell and taste, due to the process with which it is made. It is colorless or slightly yellow, if it is aged, rested or <<abocado>>, considering the ripening or slow transformation that takes place during its permanence in containers of oak, oak, acacia, chestnut, beech, ash or other technological alternatives.

The process for making <<sotol>> is traditional and consists of:

- ☞ Collecting and defoliating plants
  - ☞ Digging and preparing the oven
  - ☞ Cook the heads, macerate them and ferment them
- Style the product up to two times until it is ready for consumption

## Tasting and Pairing:

The mystique in front of the <<sotol>> makes the first right drink like an awakening, not only of the senses, but also of the consciousness. <<Sotol>> is a drink with a strong character, its alcohol content ranges from 38 to 45 percent alcohol, it has a smoky flavor reminiscent of wood and earth, so it is usually enjoyed on "the rocks".





# Recetas de Mezcal

## Mezcal Durango Ginger Tonic

### Ingredients:

1 1/2 oz. of Young Mezcal  
1/2 oz. orange liqueur 1 piece fresh ginger  
1 oz. Fresh lime juice 2 oz. cucumber  
juice  
1 tablespoon brown sugar Tonic water  
Large cucumber ice bucket for garnish  
Lemon for garnish Whole pepper  
Yerbanís  
Wood shavings

### Procedure:

1. In a clean shaker add a piece of peeled fresh ginger, with the measure of young mezcal and a tablespoon of sugar. With a muslin stick, macerate the three ingredients.
2. In a decanter, add the macerated mezcal, before filling it with yerbaní smoke, wood and peppers inside the decanter.
3. In a Boston shaker with large pieces of ice, add the lemon juices , cucumber, triple sec measure. 4. Cover the shaker with a Boston glass and shake everything perfectly for 10 seconds, apply double strain and transfer to the Old Fashion glass already with an ice cube , decorate a cucumber garnish and lemon zest. Fill with a touch of tonic water

## Baldomera

### Ingredients:

Lemon Grenadine mixed juice mezcal  
Grapefruit soda

### Procedure:

1. Mix all ingredients in a blender with ice.
2. Frost the glass with lemon and chamoy.
3. Serve

## Durango at midnight

Original recipe by Gerson Alcantar

### Ingredients:

11/2 oz Mezcal Apaluz Joven (distilled from Agave Durangensis/Cenizo)  
2 oz Tamarind Pulp infused with Chile Pasado and Activated Charcoal  
3/4 oz Cointreau (Orange Liqueur)  
3/4 oz eureka garnish lemon juice: Piece of dried chile and eureka lemon (roasted with Torch at the time of presentation to the diner).

### Procedure:

1. Mix all the ingredients
2. Serve
3. Burn the chili and lemon at the time of presentation.





# Traditional Drink Tours

In Durango, some brands of mezcal and sotol stand out for their exquisite flavor and beautiful bottles. Mezcals and sotoles in Durango can be found in various bars, cantinas and restaurants. It is also possible to find them in shopping centers and convenience stores locally, nationally and internationally.

The Durango brands that stand out are:

- ☞ Sacro Imperio
- ☞ Doña Natalia
- ☞ Origen Raíz
- ☞ Lágrimas de Dolores
- ☞ Alma Mía
- ☞ Cava Rojas
- ☞ Lumbrera
- ☞ Chaidez Generaciones
- ☞ Primero Mezcal
- ☞ 618
- ☞ Julhik
- ☞ Mr. Mares
- ☞ Bosscal
- ☞ Cuero Viejo
- ☞ Madre Tierra
- ☞ Mezcal Analco
- ☞ Apaluz
- ☞ Kala Mezcal
- ☞ Sangre de maguey
- ☞ Puente Carretas
- ☞ Mezcal Ultramundo
- ☞ General Victoria
- ☞ El Chipilón
- ☞ Celebrante
- ☞ Izo Spirits
- ☞ La Majadera
- ☞ El Malpais
- ☞ Puente Carretas
- ☞ Mezcal Ajal
- ☞ 5-7 Mezcal
- ☞ 24/7
- ☞ Ojito Saldo
- ☞ Gran Silencio 1965
- ☞ Dr. Montesinos
- ☞ Mezcal Masada Compañía del Eterno Deleite
- ☞ Nueva Vizcaya
- ☞ Linaje de Agave
- ☞ Antes de
- ☞ La Madre de Villa
- ☞ GPI
- ☞ Telson

Some of the local bars or mezcaterías where you can taste Durango mezcal are:

## Calvario Bar

Barrio del Calvario, Zona Centro.

## Dos cero dos

Sahuatoba 216, Lomas del Parque.

## Xolo Coctelería

Francisco Sarabia 707, Zona Centro.

## Juan Matador

Calle Florida 1123, Barrio del Calvario.

## Coyote 47

Gabino Barreda 809, Zona Centro.

## Lush

Camino de Amanecer 454, Los Remedios.

Similarly, you can visit the <<vinatas>> (mezcal producers) that offer private tours to learn about the elaboration and production process of mezcal, both in the Magical Town of Nombre de Dios and in the capital of Durango.







# Events & Festivals

The city of Durango celebrates its traditions in a big way. The Ricardo Castro City Festival at Easter, the Durango National Fair in July, the Muuki Day of the Dead Festival in October and November, the Revueltas International Festival in autumn, are events where Durango mezcal acquires great prominence as it is part of the relevant activities within them. Pairings, tastings, samples and expo sales are some of the activities that are organized in the capital of Durango around this drink. Similarly, hand in hand with the mezcal CLUSTER, work is being done in coordination to develop and carry out events where this drink is the protagonist, such as the Mezcal Fest.



Baldomera



Durango at midnight







# Guanajuato





# Colonche

## Introduction

In Mexico, as is well known, drinks are tradition; one of them is the <<colonche>> or <<nochol>>, by the way, it is a fairly old drink, since its estimates are at least two thousand years old, just like our precious pulque.

The <<colonche>> is obtained from the fermentation of the red cardona prickly pear, it is a seasonal drink, as it can only be prepared and tasted in the months of July and October, which is when the nopal bears fruit.

## Raw material:

☞ Tuna Cardona

## Manufacturing process:

The procedure followed for its elaboration has not changed, apparently, for thousands of years it is carried out as follows:

First the prickly pears are collected, peeled and squeezed, then they are strained through a sieve of ixtle or straw to remove the seeds. The juice obtained is boiled and left to rest so that they ferment naturally.

Depending on the region where it is drunk, sugar or ground cinnamon is added in order to give a sweet taste..







# Cebadina

## Introduction

In the hot season, soft drinks become the best option to counteract the effects of the climate, and in the region of Guanajuato, there is an interesting proposal for all those who seek to quench their thirst with a typical preparation. The <<cebadina>>, a traditional recipe originating from the shoal that contains multiple properties.

This drink is made with hibiscus, tamarind, barley, and a touch of baking soda. <<Cebadina>> can be found in street stalls located in the Historic Center, and it is very common for it to be offered along with the famous "guacamayas", another typical dish of the city.

This drink was invented by Ramón Arrieta, a man originally from Jalisco. In 1945, the drink was registered as a drink of Guanajuato origin. <<Cebadina>> is considered an artisanal soft drink, which has been consumed for more than 100 years. of 60 years by locals and tourists who visit Guanajuato. It is currently made with pineapple vinegar mixed with hibiscus and tamarind, which is left to rest in oak barrels for a few days.

## Raw material:

- ☞ Barley
- ☞ Tamarind Pulp
- ☞ Jamaican syrup

## Manufacturing process:

<<Cebadina>> is prepared with a barley base that is obtained from the fermentation of pineapple peel, which is left to rest with piloncillo and water for 2 or 3 days at an ambient temperature of 20 to 30 degrees. Then add vinegar, tamarind pulp, hibiscus syrup and add water and ice. Finally, a tablespoon of baking soda is added.

It is advisable to take it immediately, before it spills. This is because, when you add the tablespoon of baking soda , the drink begins to bubble and rise.

## Pairing:

It can accompany traditional dishes of the region, such as the famous <<guacamayas>>.





# Mezcal Cuanax

## Introduction

Recognized as the first artisanal and ancestral certified mezcal in Guanajuato, with traditional character and with great value. In a territory of magueys where agave nectar emerges to sweeten the lives of producers and the community, a spirit drink with Mexican tradition emanates: mezcal.

## Manufacturing process:

The primary production of mezcal is the maguey harvest. It consists of the selection, jima, felling and collection of the maguey from the field.

The maguey can be wild (natural growth, without the hand of man) or cultivated (commercial plantation, controlled reproduction).

The purpose of maguey baking is that the sugars and other compounds of the raw maguey or pineapple (starches, sucrose and carbohydrates), are transformed into fermentable sugars (fructose, monosaccharide).

Milling is the process of tearing cooked pineapples into fibers, which can be easily squeezed into a sugar-rich juice (must). The purpose of fermenting maguey is to transform sugars into basic alcohols and other organoleptic components that make up mezcal.

The yeasts are fed with the sugar in the juice (must), they convert it into low-proof alcohol .

The ferment lasts between 3 to 12 days (depending on the temperature) so that the bacteria generate an alcohol with aromas and flavors characteristic of the area.

Mezcal distillate is the last step in creating the spirit!

## Raw material:

- ☞ Salmiana, assemblage of 3 pools, Papalote, Espadín.
- ☞ Others such as an assemblage of 6 wild Oaxacan magueys, coyote, Tepeztate.



## Pairing:

**Cheeses:** Richly flavored cheeses, such as Oaxaca cheese, goat cheese, or smoked cheese, are great options to accompany mezcal.

**Dark Chocolate:** Mezcal and dark chocolate are a surprisingly delicious combination. Try pairing your Cuanax mezcal with dark chocolate with high cocoa content.

## Tasting:

**Visualization:** Observe the color and texture of mezcal. It should look clear and shiny, with golden or amber sparkles.

**Aroma:** Approach the glass and smell the mezcal. Identify the aromas you perceive, such as notes of cooked agave, tropical fruits, herbs, spices, or smokiness.

**Flavor:** Take a small sip and let the mezcal cover your entire mouth. Notice the complexity of flavors, such as the sweetness of agave, fruity, herbal, spicy notes and the smoky character.

**Finish:** Experience the finish of mezcal. It should be smooth and persistent, leaving a pleasant aftertaste on the palate.







# Cuanax Mezcal Recipes

## 🌀 Paloma de Mezcal Cuanax

2 oz Cuanax Mezcal  
1 oz grapefruit juice  
1/2 oz lime juice  
Soda de toronja the refreshment of toronja  
Rodaja de toronja to decorate  
Salt to frost the rim of the glass (optional)

Method: In a glass with ice, add the mezcal, grapefruit juice and lime juice. Mix well and complete with grapefruit soda or grapefruit soda. Garnish with a slice of grapefruit and, if desired, frost the rim of the glass with salt.

## 🌀 Mezcal Mule Cuanax

2 oz Cuanax Mezcal  
1 oz lemon juice  
4 oz ginger beer  
Lemon wedge for garnish Mint leaves for garnish

Method: In a glass with ice, mix the mezcal and lime juice. Top off with ginger beer and stir gently. Garnish with a slice of lemon and mint leaves.

## 🌀 Mezcal Margarita Cuanax

2 oz Cuanax Mezcal  
1 oz orange liqueur (such as Cointreau or Triple Sec)  
1 oz fresh lime juice  
1/2 oz agave syrup  
Salt to frost the rim of the glass (optional)  
Lemon wedge for garnish

Method: In a shaker with ice, mix the mezcal, orange liqueur, lime juice and agave syrup. Shake well and strain into a glass with ice. If desired, frost the rim of the glass with salt.

Garnish with a slice of lemon.





# Traditional Drink Tours

## **Bar Ambar**

Zona Centro, 36000  
Guanajuato, Gto.

## **Oajillo**

Cjon. de Carcamanes 17,  
Centro, 36000  
Guanajuato, Gto.

## **Rest. Bar La Ronda**

Allende 11, Zona Centro,  
36000 Guanajuato, Gto.

## **Bar Tradicional Luna**

Jdn. de la Unión 10,  
Zona Centro, 36000  
Guanajuato, Gto.

## **Nota Negra Bar**

Nueva Ayuntamiento 2,  
Zona Centro, 36000  
Guanajuato, Gto.

## **Fante Bar**

De la Estrella #, Pl. De  
La Paz 1, Centro, 36000  
Guanajuato, Gto.

## **Bar-Why not**

Cantarranas 22,  
Zona Centro, 36000  
Guanajuato, Gto.

## **Hila Sky bar**

Del Truco 1, Zona Centro,  
36000  
Guanajuato, Gto.

## **Guanajuato Viejo**

Del Potrero 9, Zona  
Centro, 36000  
Guanajuato, Gto.

## **Mezcalito**

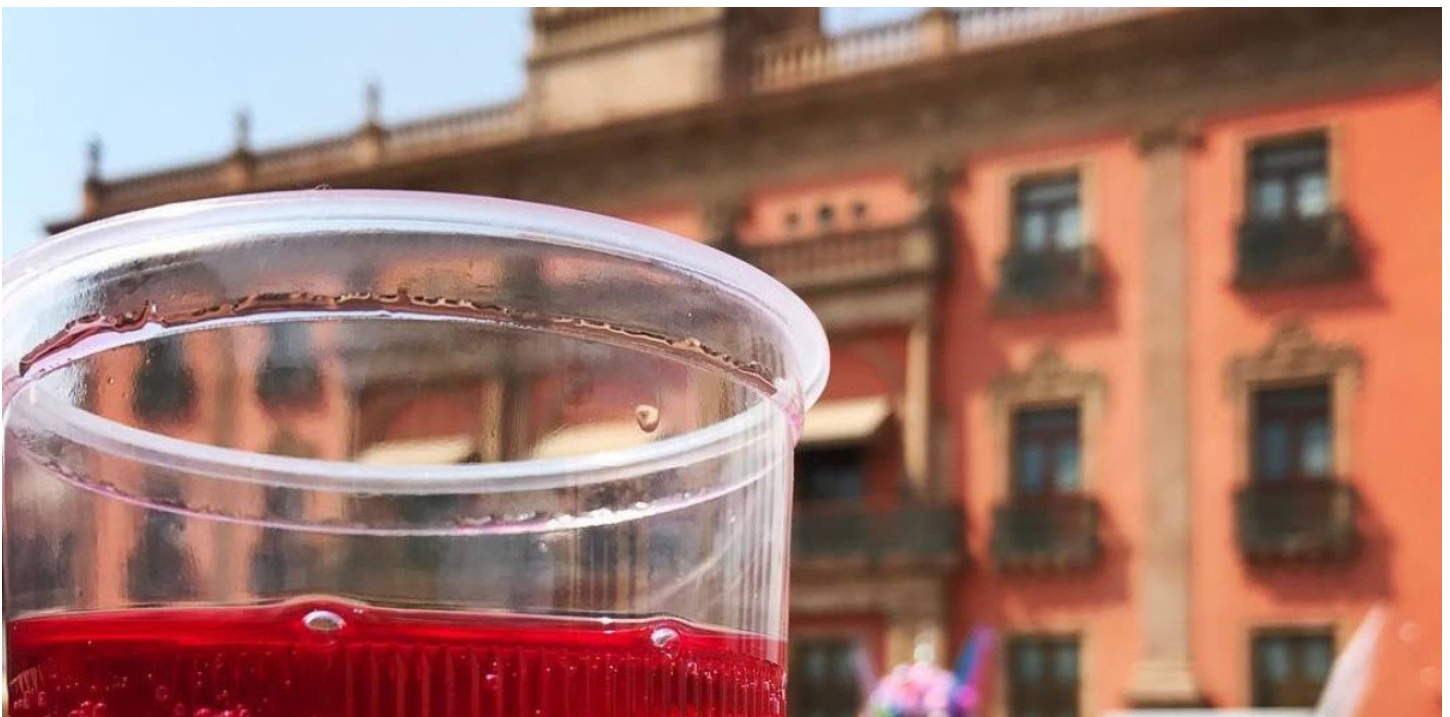
Del Truco 1-altos B,  
Zona Centro, 36000  
Guanajuato, Gto.

## **La Antigua**

Del Campanero 13,  
Zona Centro, 36000  
Guanajuato, Gto.

## **La Terraza Encantada**

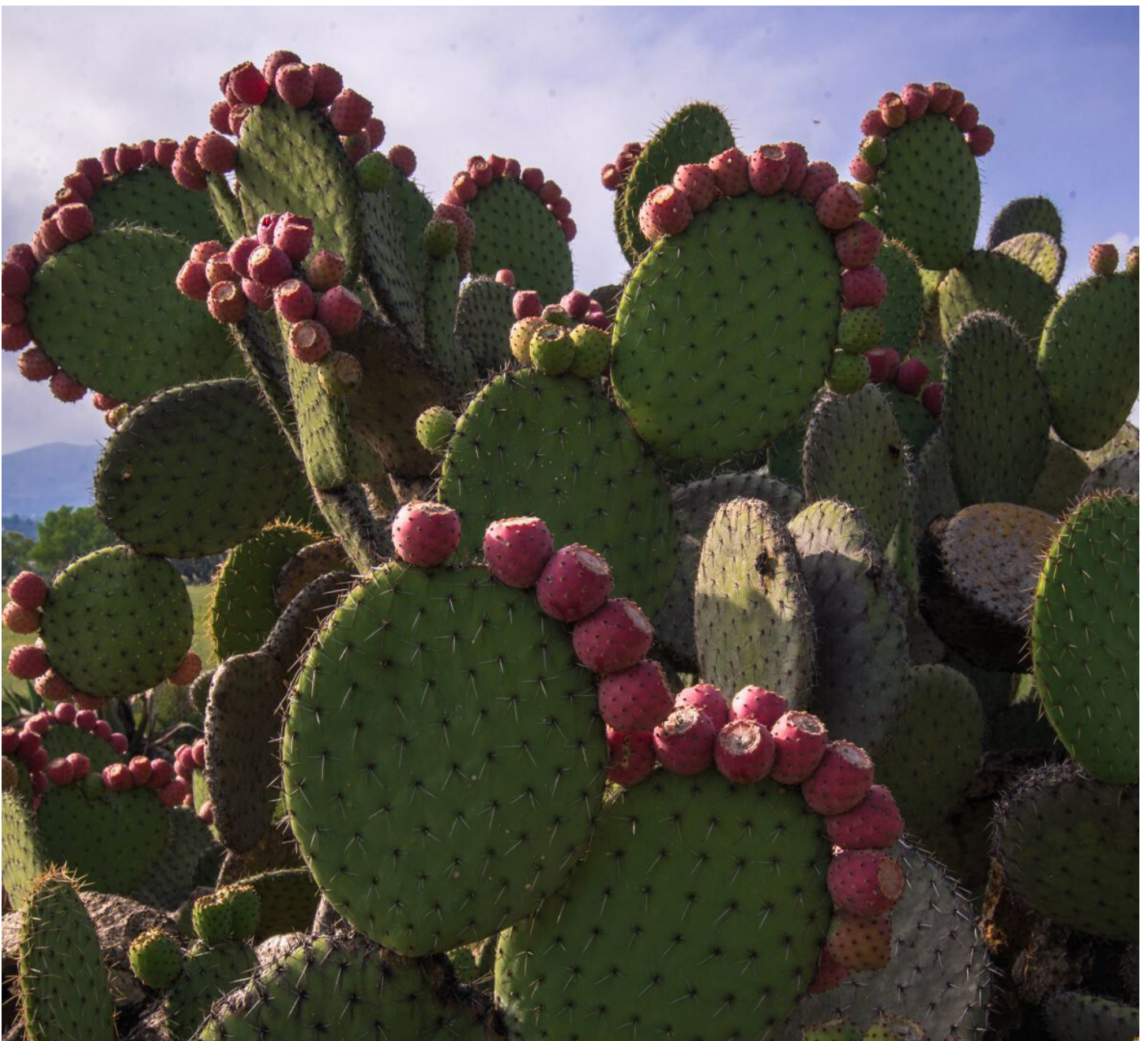
Ladera de San Miguel  
55, Zona Centro, 36000  
Guanajuato, Gto.





# Events & Festivals

- 1 Ruta al Corazón**  
Once a month every 2 months
- 2 Guanajuato de mis sabores**  
Weekend before September 16
- 3 Feria del alfeñique**  
October 15 to November 7
- 4 Catando Mexico**  
Last Friday and Saturday in November







# Morelia





# Mezcal

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## Introduction

Morelia is one of the 29 municipalities in the State of Michoacán that obtained Mezcal designation of origin in 2012. Based on historical records, it has been documented that it began to be produced in 1815 in the town of Buena Vista belonging to the <<Tenencia de Jesús del Monte>>, located in the southern region of the Municipality and which is one of the main producers of this drink until today.

The Chinese maguey (*Agave Cupreata*) was one of the species mainly used when the production of Mezcal began in Morelia (used until today). The artisanal production of this drink spread to other localities such as Tumbisca, belonging to the Tenencia de San Miguel del Monte, which in 1860 produced Mezcal from wild agaves.

Currently in the municipality of Morelia there are 28 registered producers, they are originally from the southern area of Morelia, which includes the holdings of San Miguel del Monte, Jesús del Monte and Atécuaro.

Through the Association, producers receive constant training in hygiene and safety in winemaking, food preparation, good practices, brand management, certification process, among others, they also participate in state and national events, as well as gastronomic festivals such as <<Morelia en Boca>>, which has positioned itself as one of the most relevant in the country.

Morelia is being recognized for its quality of mezcal, there are around 26 brands in the market that have positioned themselves and achieved the preference of the consumer, in addition, its production is on the rise with an area planted with maguey of around 2 thousand hectares and 120 thousand liters per year, there are 14 vinatas and 16 mezcal masters.

## Raw material:

In the <<Tenencias>> that are located to the south of the municipality, two of the main species used in the production of mezcal proliferate in the wild: *Agave inaequidens* (long Maguey) and *Agave cupreata* (Chinese maguey), the latter recognized as one of the best for the flavor it gives to the drink, which is why some producers have begun with the propagation of its crop in order to exploit it in a sustainable way.

*Agave cupreata* Trel. & A. Berger "Chinese maguey" is a species whose geographical distribution is mainly restricted to the depression of the Balsas River and the mountains of the Sierra Madre del Sur between the states of Guerrero and Michoacán, the Sierra de Mil Cumbres and the mountains of the Neovolcanic Axis, mainly in the municipalities of Morelia and Tzitzio.

*Agave inaequidens* K. Koch. "Long Maguey" It has a wide geographical distribution in the country, it is common to find it in the states of Nayarit, Jalisco, Colima, Michoacán, Guerrero, Morelos, State of Mexico, Tlaxcala and Hidalgo, inhabiting the forests of pine-oak, between 2,000 and 3,200 meters above sea level. It is a maguey that is used in various ways, mainly to obtain mead and <<pulque>>.

## Tastings and Pairings:

Let's start by giving some data: Tequila is a type of Mezcal, but never the other way around, why?, there are several reasons, the oldest Mexican spirit is the mezcal distillate, a name that comes from pre-Hispanic words <<metl>> which means agave and <<ixcalli>> which means cooked, so all drinks that are the product of cooked agave are Mezcal, another reason is because the Mezcal Designation of Origin, allows it to be made from the agaves that are at hand, as long as they are within the territory delimited for said drink among other things, including the Agave Tequilana Weber Blue variety, on the other hand, Tequila is produced in a different geographical area than Mezcal, and only with this variety.

To the surprise of many, Michoacán has both denominations of origin so it is not uncommon to find maguey tequila mezcals. Just like a Merlot grape wine, it has aromas and flavors very specific and different from a Cabernet Sauvignon or Pinot Noir grape, or even more different from a Chardonnay grape, it also happens in Mezcal, one made with "Blue Agave" will be different to one of Agave Angustifolia Haw commonly called <<espadín>>, just as a mezcal de espadín from the Oaxaca area will taste different from the same mezcal de espadín but from Michoacán, due to the climatic conditions, land, etc., although we can deduce that all mezcals of maguey espadín have a typicity in which we can encompass herbal notes, White flowers such as chance, some orange, yellow lemon, hence it is very common to accompany it with a dish with orange and other complements, however in Michoacán, we have a maguey that is endemic to the Balsas depression.

Scientifically called Agave Cupreata, it is the most used for Mezcal, it is characterized by its copper-colored spines, hence its scientific name, it reproduces only sexually, that is, it has to wait 6 or even 12 years for it to flower, be pollinated mainly by bats and then die; in Michoacán it is commonly known as Chinese maguey or green, when harvesting it to make mezcal it gives us mineral, herbal notes, as if we were in a pine forest, fresh woods, notes of soft citrus such as limes and grapefruits; one of the traditional ways of accompany it is with <<Ate>>, the recommendation is with quince ate, which due to its acidity, will allow us to make a follow-up pairing, it can also be accompanied with fresh cheese or also known as

<<ranchero>>, the unctuousness of the cheese will make a contrast with the alcohol content that in areas of much tradition, is generally between 45° and 50° Alc. Vol., If we accompany it with an <<atapakua>> or battered <<charales>>, the experience will be unique.

Another of the magueys planted in Morelia is the Agave Inaequidens commonly known as alto, it usually gives citrus notes such as lemon and orange peel or zest, azares, chamomile; for this mezcal it is usually recommended accompanied with <<Uchepos>>, since the green sauce and cream will give us an excellent option to complete the acidity of our mezcal, we could also make a contrast of flavors by mixing it with <<picadillo sopes or enchiladas placeras morelianas>> with chicken.

In addition to providing tasting tips and pairings, Morelian Sommelier Luis Fernando Chavéz Martínez recommends the following recipes for traditional drinks with Mezcal for @luisfernandosommelier.







# Craft Beer

## Introduction

The history of beer in Morelia began with Pedro Shmidt, a businessman of German origin who lived in the city, he was the first introducer of beer around 1851.

By 1899 there is a record that there were 14 breweries (of the artisanal type) in Michoacán, of which one of them, the "Cervecería de Rangel", was located in Morelia. Likewise, in 1929 there was a local beer producer, of which only the name "Cervecería Galván" is available.

The way beer was prepared in those years was made with barley, lemon, tamarind or wheat and sweetened with sugar; another way was with fermented pineapple peel, cloves, pepper, coriander, sugar and fermented with hops. However, it was served as a soft drink and not as an intoxicating drink.

The consumption of beer and the establishments where it was sold began at the Hotel Valencia, which in 1938 opened a brewery in the restaurant of its hotel, however, and due to the low sales it had, after almost a year it transformed it into a restaurant-bar introducing another variety of beverages. Years later, beer would become popular to the point of becoming

one of the most important consumed in this city.

It was in 2006 that three brewmasters, Jeffrey Shults, Daron White and Rodrigo Cervantes, created La Brū, a brand of Morelian craft beer that began emphasizing the traditional styles and methods of brewing European beers with a homemade style. From its creation, La Brū beer began to be sold in local bars, from 2010 its production and commercial distribution was consolidated, in 2013 it was awarded as one of the best beers in a national competition, contributing to consolidate the project and venture into the national market.

Currently it is one of the craft beers that has managed to position itself in the taste of the consumer who seeks a different flavor from commercial brands, La Brū continuously innovates in the use of ingredients and flavors such as blue corn, chocolate, floral and citrus aromas, it is distributed throughout the country and in some of the main cities of the American Union.



## Raw material:

Its production is carried out under German purity guidelines established since 1518, which dictate that a beer must contain only barley malt, hops, water and yeast. Ingredients of the highest quality and procedures used for more than 250 years are used for the production of craft beer, with the aim of preserving as much as possible authentic taste possible. It is a product without filtration or pasteurization, so you can enjoy a lively ferment, comparable to the great beers of European tradition. Thanks to the high level of quality control in the process, the La Brū brand is a guarantee of consistency.

## Tastings and Pairings:

One of the most renowned craft breweries in Morelia, La Brū, presents us with several forms of pairing with respect to each type of craft beer such as:

Lager. Perfect to accompany any seafood, roast meat or snacks.

Red Ale. To pair with white and red meats, fresh food such as salad or seeds.

Dark Lager. To pair with pasta, red meats, vegetables, ideal to accompany the Corundas that are made from corn dough and are wrapped in leaves of the corn plant.

Porter. Excellent to accompany with red meats, roasts, sausages or meat products such as the typical Carnitas Michoacanas ideal to accompany this beer with toasted aromas.

Ipa. Perfect for sweet dishes, pasta, rice, marinated white meats, cheeses and spicy or spicy dishes.

Stout. Ideal beer to accompany with dark chocolate desserts , roasted or smoked foods.





# Cocktail Recipes

## Mezcitrus

### Ingredients:

2 oz of Inaequidens Mezcal at 45° Alc.Vol. of southern Morelia  
4 oz lemon juice  
1 oz orange juice  
2 oz natural syrup Ice

### Preparation

Add all the ingredients together with the ice in a shaker, shake it until it sweats and is cold enough, strain and serve in a highball glass with ice. You can add dried orange to decorate your drink.

## Mezcal Mule Michoacano

### Ingredients:

60 ml mezcal  
15 ml fresh lemon juice  
10 ml Ginger beer agave syrup  
1 slice of lemon and mint leaves for garnish  
Ice

### Preparation

Fill a copper glass or tall glass with ice, pour in the mezcal, lime juice, and agave syrup. Stir gently to mix the ingredients. Top off the glass with ginger beer until it's almost completely full. Garnish with a slice of lemon and some mint leaves. Stir gently and serve.

## Mango Margarita Michoacana

### Ingredients:

60 ml mezcal  
30 ml fresh lime juice  
30 ml agave syrup  
1 ripe mango, peeled and cut into chunks  
Ice  
Salt and lemon wedges to decorate the rim of the glass

### Preparation

In a blender, mix the mango cut into pieces with the mezcal, lime juice and agave syrup. Add ice and blend until the mixture is smooth and smooth.

Homogeneous. On a small plate, place a little salt. Moisten the rim of a glass with a slice of lemon and then dip the rim of the glass in the salt to adhere. Garnish with a slice of lemon on the rim of the glass and a slice of mango on the rim.

## Red Mandarin

### Ingredients:

2 oz of Angustifolia Mezcal from the west of Morelia  
1 oz pomegranate juice  
1 oz cranberry juice  
1 oz pomegranate liqueur Tangerine soda  
Ice

### Preparation

Pour the mezcal, pomegranate and cranberry juice as well as the pomegranate liqueur into a cocktail shaker, chill until sweaty, strain and transfer to a highball glass with enough ice and top it off with the tangerine soda.







# Traditional Drink Tours

## Tata Mezcalería

Bartolome de las Casas  
511, Col. Centro  
443 312 9514  
@tatamezcaleria

## Venado Azul

Bartolomé de las Casas  
203, Col. Centro  
443 613 3361  
@venado\_azul\_mezcal

## Tlacuache

Blvd. García de León 1  
082 443 351 4087  
@tlacuache.mezcaleria

## El Maguey Mezcalería

Plaza W Villa Universidad  
211, Col. Centro  
@elmagueymezcaleria

## Tatita Mezcalería

Rinconada Villalongin 42,  
Col. Centro  
443 312 9514  
@tatitamorelia

## Escapulario

Bartolomé de Las Casas  
327, Col. Centro  
443 106 1957  
@escapulario\_mezcaleria

## Mezcalería Esotérica Pagano

Nicolás Bravo esq. Allende  
130, Col. Centro  
461 289 1617

## Xaneque Coctail Room

Callejón Del Romance 47,  
Col. Centro | 443 101 7767  
@xaneque.cocktailroom

## Nameless Hidden Bar

Av. Francisco I. Madero  
Ote. 1044, Col. Centro  
443 933 1559  
@namelesshiddenbar

## Coco María

Benito Juárez 194,  
Col. Centro  
@cocomaria\_mx

## Santino

Santiago Tapia 270, Col.  
Centro 443 869 3504  
@santinococktailroom

## Ruso Blanco Club De Socios

Aquiles Serdán 919, Col.  
Centro 443 321 3121 @  
rusoblancomx

## Terraza Azul

Valentin gomez farias 151,  
Col. Centro  
443 400 1136  
@terrazazul.morelia

## Funky Monkey

Blvd. García de León  
1187, Col. Chapultepec  
Sur | 443 427 8050 @  
funkymonkeymorelia

## Bar De Don Willy

Guillermo Prieto 58,  
Col. Centro  
443 312 0494

## Ruta del Mezcal

[www.rutadelmezcal.com](http://www.rutadelmezcal.com)

Guided tour of the "Hacienda del Rincón" winery

Tasting | Distillation

Itinerary:

08:45 hrs. - Meeting place: parking lot on the  
corner of Av. Camelinas and Ventura Puente. 09:00  
hrs. - Punctual departure to the Tenencia de Jesús  
del Monte.

Visit to points of interest: Waterfall and viewpoint.

"Hacienda del Rincón" lunch (tasting and  
distillation).

Architectural monument "Painted Hands".

Time to eat and buy mezcal. 17:00 hrs. Punctual  
return to Morelia.

18:15 hrs. Approximate arrival in Morelia.

Reservations:

443 115 0834 | 443 205 3753

Cost: \$500.00 per person Hours: 9:00 - 19:00 hrs.

\*Minimum 10 people.





# Events & Festivals

- 1 **Festival Gastro-Cervecerero**  
April
- 2 **Sabores de Morelia**  
Spring and Summer
- 3 **Mezcalmanía Festival Gastro-Mezcalero**  
September
- 4 **Morelia en Boca**  
November
- 5 **Expo Feria del Mezcal y Taco Fest**  
November
- 6 **Fiesta "Mezcal de la Sierra"**  
November







Oaxaca





# Mezcal

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## Introduction

Mezcal as in Zapotec is called <<NIZABISAHUI>> or <<NIZABICHAHUI>>, which means, spirit water of goodness; etymology, nice water, bi air or spirit, and sahui or chahui good thing. Mezcal, balm of the Oaxacan people, an intoxicating elixir that you taste and that has originated the popular saying that: "for all bad mezcal and for all good, too", has become one of the symbols of the state of Oaxaca.

In the Central Valleys and particularly in the region of the district of <<Tlacolula>>, there are the appropriate ecological characteristics for the cultivation of the agave or maguey used in the production of mezcal. This crop is grown using only traditional processes, without fertilizers or chemicals, and also requires cleaning and care for its best development to grow and mature. From its cultivation it has to take place the time necessary to select and harvest the plant from which the pineapple is obtained and then distill it in <<palenques>> where the mezcal is produced with the best quality agave for its degree of ripeness, weight and sugar content. The mezcalero agave is a plant of the Amaryllidaceae family, whose generic name is maguey and the classes used for the elaboration are: long maguey, <<montés>> or <<tobaala>>, <<tobaxichi>>, Mexican, <<bicuixi>>, <<biliaa>> and <<tepetaxtli>>. The main species existing in Oaxaca is the patatorum zucc, whose main varieties of this group are: maguey blue spad, <<castilla, arroqueño and marteno or taviche>>.



## Raw material:

The selection of good quality maguey takes place between eight and ten years, proceeding to cut the leaves until the pineapple (name of the center of the plant) these pineapples weigh on average forty to fifty kilos each.

The reception of the maguey is carried out in a patio in which the pineapples are cut into two or three parts according to their size, this operation will facilitate their arrangement and cooking. The raw agave already split is introduced into an oven made on the floor of the <<Palenque>> in a conical shape, built of stones and whose temperature has been reached when they are red hot, its diameter must be five meters and the cooking with wood and bagasse that will allow it to be simmered for a minimum of forty hours or failing that for three or four days.

In order to facilitate the grinding, the already cooked pineapples are broken into more pieces, crushed, ground and crumbled in a mill that is a large circular stone pulled by a horse, obtaining from the juices that contain the agave a must with all the sugars necessary for fermentation with a great high brix.

After grinding, the pulp is fermented in its own yeast, this part of the process is carried out by pouring it into wooden vats of role expressly for it. The fermented or dead must is transferred to a pot of the traditional copper still in which the distillation is carried out, for this purpose it is placed in a wood-fired oven with a hood and a serpentin tube over direct heat for six hours.







# Traditional Drink Tours

## **Expendio Tradición**

Reforma, Murguía &  
Centro, 68000  
951 501 1460

## **Mezc. Embajador**

Murguía 102, Centro,  
68000  
951 518 5975

## **Mezcaloteca**

Reforma No. 506, Centro,  
68000  
951 514 0082

## **Mezcalillera**

Murguía 403a, Centro,  
68000  
951 514 1757

## **Mezc. Los Amantes**

Ignacio Allende 107  
68000  
9511914217

## **La Mezcalerita**

Macedonio Alcalá 706,  
Centro, 68000  
951 350 91702

## **El Cortijo La Mezcalería**

5 de Mayo 411, Centro,  
68000  
951 165 4801

## **Ctro.Cultural del Mezcal**

Miguel Hidalgo 912,  
Centro,  
9512152420

## **Mezcalería Cuish**

Díaz Ordaz 712, Centro,  
68090  
951 516 8791

## **La Casa del Mezcal**

Flores Magón # 209,  
Centro, 68000  
fb: casadelmezcal

## **Archivo Maguey**

Av. José María Morelos  
509, Centro, 68000  
951 350 9851

## **Casa Convite**

Jesús Carranza 113,  
Centro, 68000  
951 292 8643

## **Txalaparta**

Mariano Matamoros 208,  
Centro, 68000  
202 555 1212

## **Mezcalogia**

Manuel García Vigil #  
509, Centro, 68000  
951 514 0115

## **Breboje de Amor**

Calle Aldama #209,  
Centro  
951 186 5825





# Events & Festivals

It is customary and tradition in the consumption of Mezcal in Oaxaca, to taste it initially using containers of reed cane cuts, on special occasions such as weddings, stewardships and other traditional celebrations in the towns of the Central Valleys, later clay was used and currently it is served in glassware.

The Mezcal Fair began in 1997, with the support of the main mezcal brands in the State of Oaxaca, for more than ten years, the mezcal industry in the State of Oaxaca has had a considerable growth.

As part of the Guelaguetza festivities in Oaxaca, the traditional Mezcal Fair is also held, where producers of various brands seek to market their product either nationally or internationally.

100 percent Oaxacan mezcal has a wide variety of flavors, so it has crossed borders, thanks to its excellent quality, elaboration and marketing. Among the countries that buy Oaxacan mezcal are: Germany, Australia, Canada, England, Norway, Sweden and the United States.











Puebla





# Rompope

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## Introduction

During the colonial period, in the city of Puebla, the Poor Clare nuns had the reputation of being the best hostesses to host celebrities and high-ranking personalities of the time. The nuns of the congregation of Santa Clara not only sinned of affability, they also prepared the most exquisite delicacies and drinks of the New World; some, even, of his own invention. Legend has it that a mestizo nun named Eduviges was in charge of preparing the eggnog. A drink that, although it seems naïve today, at that time was forbidden for nuns because it contained alcohol. Therefore, among all the sisters, she was the only one authorized by the bishop to try it while he was seasoning. As expected, the taste of this drink was so good and the curiosity of its sisters so great, that Eduviges managed to convince the bishop that “a glass a day does not hurt anyone”, thus getting the other nuns – and their families – to taste this drink that was initially reserved for the New Spanish elite. With the passage of time, the popularity of the eggnog of the nuns of the convent of Santa Clara spread throughout New Spain, becoming the sustenance of the congregation, along with other delicacies such as mole, sweet potatoes and countless typical sweets.

Today, it is prepared throughout the country, but they say that the original recipe remains a secret outside the walls of the convent where it was invented. Mysteries aside, it is a very popular drink at this time of year, whether served as an aperitif or as part of a recipe.  
ta.



## Raw material:

- ☞ Cow's milk (or processed cow's milk ),
- ☞ Egg yolks
- ☞ Almonds or other nuts (such as walnuts, pine nuts, and pistachios),
- ☞ Sugars
- ☞ Starches or other thickeners (which should not exceed 2% of the composition)
- ☞ Alcohol

## Manufacturing process:

1. First, in a saucepan, pour the milk to put it over high heat. Then add the sugar, baking soda, cinnamon, nutmeg, cloves and a bag of orange blossom tea. Once the ingredients have been integrated, it is necessary that the mixture boils for five minutes.

When this procedure is completed, the tea bag should be removed. Afterwards, the milk is kept on the fire until a quarter is consumed. At that time, it should be removed and allowed to cool.

2. When the milk is warm, it should be passed through the sieve to prevent the passage of spices. When the mixture is clean, add five egg yolks while stirring with the balloon whisk. With Once it is incorporated, the mixture must be returned to the saucepan and put over medium heat.

When the mixture thickens, remove it again and let it cool.

3. Add the brandy and shake.

4. The last step consists of depositing the mixture, turned into eggnog or eggnog, in the glass bottle with a capacity of one liter with the help of a funnel.

Some recommendations to modify the traditional flavor of eggnog consist of adding almonds, walnuts or pine nuts to the milk and blending before boiling.

Once ready, the mixture should be stored in the refrigerator to prolong its life for up to three months. In case the person prefers to keep the mixture at room temperature, it is necessary to add more brandy, that is, a cup and a quarter. The shelf life is the same in both cases.

## Tasting:

### View:

Appearance: Eggnog has a pale yellow color, the result of mixing egg yolks with milk and sugar. The texture is thick and creamy, with a smooth and homogeneous consistency.

Shine: Its shine is slightly dull due to the dairy ingredients.

### Smell:

Eggnog gives off a sweet and warm aroma, with prominent notes of vanilla and cinnamon. There are also dairy nuances and, depending on the recipe, a slight touch of alcohol that adds complexity.

### Taste:

Taste: On the palate, eggnog is rich and sweet, with a creamy feel and a smooth flavor that perfectly combines the notes of vanilla, cinnamon and the slight heat of alcohol. The sweetness is remarkable but balanced by the spices and the alcoholic touch.

## Pairing:

Eggnog, being a sweet and spicy drink, pairs well with certain desserts and snacks that complement its flavors without competing with them.







# Eggnog Recipes

## 🌀 Martini with eggnog

### Ingredients:

A few ice cubes  
3/4 oz. (20 ml) Spiced Brown Sugar Flavor  
1 oz. (30 ml) dark rum with spices 1/2 oz. (15 ml) Irish cream liqueur 2 oz. (60 ml) eggnog  
Cinnamon powder, whipped cream and nutmeg for garnish

### Procedure:

1. Combine the ingredients in a cocktail shaker filled with ice cubes. (Or the blender, failing that)
2. Shake vigorously. (The Liquor)
3. Strain into the glass.
4. Serve in a cocktail/Martini glass or 8 oz glass. (235 ml)
5. Garnish with the whipped cream, walnuts and cinnamon

## 🌀 Pineapple cocktail with eggnog

### Ingredients:

1 lt pineapple juice  
1 can (397 grams) of condensed milk 1 liter of eggnog  
Rum to taste, optional Crushed ice

### Procedure:

Blend the pineapple juice, condensed milk, eggnog and rum in parts. Pour into a pitcher and serve in glasses with 2/3 parts crushed ice or frappe.

## 🌀 White Kiss

### Ingredients:

2 scoops of vanilla ice cream 1 ounce of coffee liqueur  
2 ounces eggnog Cherries

### Procedure:

1. Arrange two scoops of vanilla ice cream in a wine glass.
2. Add the coffee liqueur and eggnog.
3. Garnish with cherries





# Pasita

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## Introduction

At the beginning of the twentieth century, in front of the popular <<Los Sapos>> square, <<La Pasita>> was inaugurated, a canteen run by Emilio Contreras Aicardo. There, the house drink became popular, also known as <<pasita>>, a liqueur that is accompanied by a piece of cheese and a raisin skewered on a toothpick.

Around the 50s, when the canteen and the drink became popular, Emilio Contreras used to ask his customers how many raisins he wanted his drink to be, that is, how loaded it was going to be served. If people asked for it in three raisins, it is because three streets ahead they would feel the force of the liquor.

Since it became an emblematic drink of Puebla and, above all, of the <<Los Sapos>> area, the canteen has been preserved as a kind of antique shop where it is possible to find old objects, bills and coins from other times, old photographs and curious gadgets, such as the brush with which the red sea was painted or the horseshoe of the Trojan horse.

## Raw material:

☞ Raisins







# Menyul

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## Introduction

<<La Opera>>, a small cantina in the streets of the center of the city of Puebla, is the temple dedicated to <<menyul>>, a drink based on mint, sugar, cocoa liquor, ice, sherry and rum, which settles in the stomach as a good remedy against hangovers and heat.

The drink was created by Pedro Montesinos, who had worked in the restaurant of the Hotel Lastra, the most important of the last century in Puebla. There he learned about the existence of mint julep, a typical drink from the southern United States that has mint, bourbon, sugar and water as ingredients.

Pedro modified the recipe for that drink. He exchanged mint for mint, added a liquor, withdrew another, and thus found the formula for <<menyul>>. The recipe has been preserved by generations of the Montesinos family ever since.

## Raw material:

- ☞ Mint
- ☞ Sugar
- ☞ Cocoa liquor
- ☞ Ice, áSherry
- ☞ Rum





# Ancho Reyes (Chile ancho liqueur)

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## Introduction

A proudly poblano liquor made 100% artisanal from Ancho Chile. During the decade of the 20s, the Reyes family prepared this menjurje at home for their family and friends. A little more than 90 years later, Casa Lumbre began the research and improvement of the recipe to be able to market it and after partnering with local producers, in 2013 it installed the factory and in 2014 it began to sell what we now know as Ancho Reyes.

Currently the Mexican liquor industry has had an important participation worldwide, Ancho Reyes has managed to position itself as one of the main brands in spicy categories.

## Raw material:

☞ Chile ancho







# Ancho Reyes Recipes

## 🌀 Old fashioned de Ancho Reyes

### Ingredients:

1 Part Original Kings Width  
1 Part Bourbon  
1/4 part simple syrup  
Splashes of Angostura bitters 2 splashes  
of orange bitters

### Procedure:

Add all ingredients into a mixing glass  
with ice.  
Stir to cool and strain into a rocks glass  
over large ice.  
Garnish with a twist of orange peel.

## 🌀 Spicy verde margarita

### Ingredients:

1 part ancho reyes verde  
1 part blanco tequila  
3/4 parts fresh lemon juice  
1/2 part light agave nectar

### Procedure:

Add all ingredients into a shaker with ice  
and shake well.  
Strain into a rocks glass with fresh ice and  
salt-frosted rim. Garnish with a lemon  
wedge.





# Traditional Drink Tours

## Bar La Opera

6 de Septiembre  
No.1303, El Carmen.

## Cantina La Porfi

Frente al zócalo, C. 2 Sur  
local c, Centro

## El ídolo de México

**Centro**  
Av 5 Ote 604, Centro  
histórico de Puebla

## BAR Gusano de Oro

Av. 8 Ote. 420-Local  
C, Centro histórico de  
Puebla

## La Pasita

Calle 3 Sur 504-B,  
Centro, 72000 Heroica  
Puebla de Zaragoza, Pue.

## La Fuga de Don Porfirio

Av. Don Juan de Palafox  
y. Mendoza 414, Centro

## Sufrida Bar

Av 5 Ote 605, Centro  
histórico de Puebla

## La Mina de Plata

Calle 3 Nte 803, Centro  
histórico de Puebla

## La Cantina Asturiana de Puebla

Av 2 Ote 205, Centro de  
la Ciudad

## La Terminal

3 Sur #504, Centro  
Histórico







# Events & Festivals

- 1 **Día Nacional de la Gastronomía Mexicana**  
November 16







PARA ORNAMENTO Y COMODIDAD PÚBLICA  
EL M. I. AVANTAJAMIENTO  
AÑO DE 1797

# Querétaro





# El Pulque y los Curados

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## Introduction

<<Pulque>> is a fermented drink of pre-Hispanic origin and is currently still consumed and has become highly requested by new generations. It helps digestion, with a B complex, whose benefits include that it provides greater energy, vitality and health in the nervous system, prevents mood deficiencies, helps cardiovascular health, regulates insulin levels, helps gastritis due to the probiotics it contains, breaks down kidney stones, helps colon cancer among others.

According to sources from the Chronicler of the Municipality of Querétaro, Eduardo Rabell Urbiola, <<pulque>> dates back to pre-Columbian times where it was considered a sacred drink, over time people began to give a wrong idea of its consumption, because it was seen as an intoxicating drink, for people without resources, "they go to the pulcatas", they said with contempt, it was even branded as harmful to the health of those who consumed it. However, it is again being appreciated and with an enormous amount of healing properties.

Its planting is very close to Colón, the mead sprouts from the maguey and a fermentation process is carried out to turn it into <<pulque>> and this can also become cured.

In order to produce the mead that is the basis for obtaining <<pulque>>, it can take between eight and fourteen years to reach maturity.

Once at its point, the scraping begins, which is an art to see, the <<tlachiquero>> (person who scrapes the maguey) begins with a kind of long and thin shovel to make the hole, which requires great physical effort.

After many "machetazos", a kind of very, very large, white seed with a pore appearance and flavor, comes out of the heart of the maguey to see the hole of the precious mead filled, which in small clay jars the <<tlachiquero>> invites you to see. taste its sweet flavor and with signs of fermentation.

It must be scraped several times to collect the mead with the <<acocote>> and it is deposited in the fiberglass chestnuts, mixed with the seed so that it ferments and can become <<pulque>>.

From the fermentation of the mucilage, popularly known as "aguamiel", it is carried out in "tinacales" (place where the pulque <<tinacos>> are installed); where the mead is poured and mixed with the pulque seed or foot and from this moment begins the fermentation and transformation of the mead into <<pulque>>, this process takes approximately 24 hours, so that it is then ready to be consumed. <<Pulque>> can be given a sweeter flavor through the use of fruits, seeds or sugars, thus achieving the famous cured, which can be of flavors such as <<piña colada>>, strawberry, coffee, pine nut, guava, walnut... In Querétaro, the most traditional are those made of pine nuts (pink) and <<garambullo>>, since they are our fruits.



## Raw material:

☞ The traditional pulquería in the city of Querétaro <<El Gallo Colorado>>, offers since 1949 <<aguamiel, pulque and curados>> 100% natural, its founder Juan Trejo has left a legacy full of flavors, original recipes that to date, his granddaughter Miriam Trejo continues to prepare. Among the most typical and requested, is the pineapple curing, pine nuts, guava, celery, almonds, peanuts, although now it also prepares at the request of the youngest, sweeter cures, such as goose, marzipan, lemon pie, chocolate, pistachio, the older adults prefer natural pulque or cured with more classic flavors.

☞ Pine nut curing is still in high demand, although its price is high and in season red prickly pear, mamey, guarana are also offered. At Gallo Colorado, you have the guarantee that its products are fresh and natural, since they are also very close to the typical El Tepetate market, which sells all the fruits, vegetables and seeds of great quality for this ancestral drink.

☞ You can prepare cured with many flavors, Miriam tells us that she has prepared avocado at some point, and that in other places they also prepare carrot with beets, beets with orange and tangerine or even marigold flower. In the past, it was very common for tomato with clams, shrimp or pico de gallo to be added to the natural pulque, they also macerated the onion or garlic and even added a whole roasted chile de arbol, which some brave people ate at the end, after drinking all the pulque.

☞ The percentage of alcohol in half a liter is 4 to 6 degrees in pulque and in curing it varies, depending on the fruit or seed used, for example, with pineapple, strawberry, mango and banana it ferments more and makes the alcohol content more high. Curing lasts 2 to 3 days in refrigeration, while pulque can last a little longer, but it ferments and its flavor is much stronger. It is suggested to take in a glass or clay jar to preserve its freshness.

## Tastings and Pairings:

<<Pulque>> or a rich <<curado>>pineapple or celery, can be tasted with a pit barbecue, with handmade tortillas, molcajete sauce, it is said that it is a banquet to relive after a day of much partying.

A glass of <<pulque>> can also accompany sauces and spicy food, such as <<mole>> or <<chilaquiles>>, <<tacos de guisos>> (pork rinds, shredded meat, picadillo, potato...), or with a simple but delicious rice with boiled egg (and other heavier foods for digestion) and is even used as a star ingredient to prepare sauces, such as drunken sauce, which contains tomato, onion, garlic, chili and a few drops of a strong <<pulque>> to taste.

The rabbit marinade with pulque is very famous and the picanha marinated in <<pulque>> is a very current and exquisite dish.

<<Curados>> are highly requested to drink as appetizers or digestives, when they are drunk to whet the appetite, it is advisable to enjoy them with a snack, such as peanuts, pork rinds, pepitas, they are not recommended to accompany very fatty food.

Initiation with <<pulque>>: experts recommend drinking it little by little, starting with the mead since pulque can be heavy if you drink it quickly and are not used to it.







# Pulques Recipes

## 🌀 Pineapple and pulque cocktail

### Ingredients:

4 oz fermented roasted pineapple  
2 oz gin  
4 oz pulque  
1.5 oz mezcal  
1 oz natural syrup  
ice

### Procedure:

1. Blend all the ingredients
2. Garnish the glass with a slice of pineapple and cherry

## 🌀 Coffee and pulque cocktail

### Ingredients:

1 onza de licor de café  
2 ounces condensed milk  
1 ounce evaporated milk  
1 onza de vodka  
3 ounces of cured pulque  
4 ice

### Procedure:

1. Blend all the ingredients
2. Add 3 coffee beans inside the glass as decoration

## 🌀 Jamaica and pulque cocktail

### Ingredients:

4 oz hibiscus water  
1 oz lemon juice  
2 oz pulque  
1 oz jarabe natural  
2 oz mineral water  
ice

### Procedure:

1. Blend all the ingredients
2. Frost the glass with chili powder or a cherry

## 🌀 Cured pineapple

### Ingredients:

2 liters of fresh pulque  
4 slices of pineapple

### Procedure:

1. Blend the ingredients
2. Serve in a mason jar or jug





# Beer

## Introduction

Beer is the most consumed alcoholic beverage in the world and Mexico is no exception. In fact, in our country we consume an average of 78 liters of beer per capita per year, we occupy the fourth place in the world in terms of its production and the first place in terms of its export for several years.

Its origins in the world are ancestral, but in Mexico beer has been part of the culture for almost 500 years, since the time of the conquest when the Spaniards, with the help of the then emperor Charles V, brought with them bottles, barrels and factories for the production of this drink. In the beginning, the epicenter of its boom was, without a doubt, in Mexico City, but little by little it was developed towards the interior of the country and in turn it was developing the current Mexican beer agribusiness which is internationally recognized for its high quality standards. This is how beer has established itself as a national drink, derived from its years of history and tradition.

The region of <<El Bajío>> has been fundamental for the development of beer in Mexico, since it is the main area of barley production thanks to the work of more than five thousand families of farmers whose livelihood comes from this cereal. In particular, Querétaro has been key in barley production for several decades and in recent years has developed as a major beer producer. It has been through innovative gastronomic, tourism, and agro-industrial projects that the guild has been consolidating in the area; some examples of these efforts are: <<Cervecería Toro>>, which was the pioneering beer project in the city and has continued its path accompanied by the restaurant and festival sector, <<Compañía Cervecera Hércules>>, which has managed to convert a historic textile factory into its main center of production and consumption, and <<Cervecería del Campo>>, which stands out for being one of the few breweries in the world that harvest its own barley. they transform it into beer and serve it at the time of consumption either in bars, restaurants or events, thus integrating the entire value chain. Likewise, new high-quality beer proposals have been generated in Querétaro for the enjoyment of residents and visitors of this great city.

## Raw material:

☞ Beer is born in the Mexican countryside with available sugars. A process continues with the help of farmers committed to boiling to stop the conversion of starches to harvest barley with the highest standards and to sterilize the sweet must obtained in the quality step, which will be subjected to the process of the previous one, in addition to the fact that it is at this stage in the malting converting it into barley malt, which adds hop flower that will give bitterness, an essential ingredient behind the beer.

Later flavor and aroma to the final product. Once finished, the production process is carried out in the breweries, where first recipes fermented by yeast are created to obtain beer full of innovation

and creativity with alcohol and carbon dioxide. The stages and then get down to work. The process of maturation, conditioning and beer packaging begins with the selection and grinding of the cereals to be used, the most common being the Although the basic ingredients for the production of barley malt, but can complement beer are only four, its process is very with some others such as oats, wheat, corn or rice...broad and involves several industries and a large It proceeds to macerate these cereals in community water.





## Tastings and Pairings:

Derived from the type of yeast used for its production, there are three main families of beer: ale, lager and spontaneous fermentation.

Ales are the oldest beers, and probably the simplest to brew. This type of yeast tends to float and therefore fermentation takes place in the upper or upper part of the tank; The fermentation time of a couple of weeks is relatively short. There is a wide variety of styles within this family that are generally more aromatic and fruity beers, covering a wide range of smells, aromas and alcohol content. Pale Ale, India Pale Ale, Porter, Tripel, Stout or Barley Wine beers belong to this family of beers. For a good pairing with ale, pork, mature cheeses, grilled meats, charcuterie and even sweet desserts are suggested.

Lagers are beers with a more modern and in many cases industrial cut. The yeast of this family sinks into the tank and ferments from the bottom. They are slow-acting yeasts and also need lower temperatures to work, so the fermentation time is longer. Styles such as Pilsner, Dunkel, Marzen or Bock belong to this group of beers. For a good pairing with lager beers, white meats, salads, salmon and even spicy and spicy foods are suggested.

Spontaneously fermented, it is the oldest type of beer in Europe. These are not inoculated with a pre-selected yeast as in the case of ales or lagers, but when the must is cooled it is deliberately exposed to air and spontaneous fermentation begins by the action of the yeasts and bacteria present in the environment. During its maturation, barrels with previous use in wine or distillates can be used, whose walls are impregnated with yeasts that will finish the complex work. The result is a fruity beer with a characteristic acidity. The fermentation time of these beers is longer and with the passage of time they mature and reach their maximum sensory expression. The most well-known styles within the family of spontaneously fermented beers can be Labic, Geuze, and Kriek. For a good pairing with fermentation beers spontaneous salads that have a good vinegar base or recipes linked to lemon and other acidic fruits are suggested, soft cheeses and even desserts with fruit are also suggested.





# Other traditional drinks

## Introduction

We cannot leave out the well-known Prodigiosa, a bitter drink that has the prodigy of curing hangovers, helping with stomach upset and ending indigestion, thanks to its natural ingredients composed of powerful herbs. It is the typical drink par excellence in the El Faro bar, the first to have an alcohol license in the city and also in Don Amado.

**The sangría cantinera** or sangría de la patrona or el patron, a very cheerful and dangerous drink due to its high alcohol content, is served in famous typical cantinas such as El Gene, La Selva Taurina, La Casa Verde since 1928, La Roca and Bar Varela among others. Its ingredients are rum, brandy, tequila or vodka, red wine, lemon juice and grenadine, plus the secret ingredient of each place.

**Viper mezcal**, this traditional and terrifying drink can be found in La Selva Taurina, which every day receives visitors eager to live the experience of taking a shot of the Famous mezcal, which is found in a container containing a dead rattlesnake.







# Cocktail Recipes

## 🌀 Egg white

### Ingredients:

1 light lager or pilsner beer  
125 ml lemon or orange soda Ice

### Procedure:

1. Blend all the ingredients  
2. Garnish the glass with a slice of pineapple and cherry

## 🌀 Snakebite

### Ingredients:

½ cerveza clara (lager o pilsner)  
1/2 cup apple cider  
1 oz. blackcurrant liqueur

### Procedure:

Pour the clear beer into a glass Add the cider and mix well  
Pour the currant liqueur over the mixture

## 🌀 Ponche tropical

### Ingredients:

1 cerveza lager o pilsner  
1/2 oz pineapple juice 1 oz rum  
1/2 oz lime juice  
1/2 oz agave syrup Ice  
Lime wedges

### Procedure:

Mix together the pineapple juice, rum, lime juice, and agave syrup  
Add ice, beer and mix well Serve in a glass and garnish with a lime

## 🌀 Sangría cantinera

### Ingredients:

1/2 liter prepared lemonade  
1/2 liter red wine 1 oz rum  
1 oz vodka  
1 oz cognac  
½ de granadina

### Procedure:

Serve the ice cubes in the large glass jar  
Add the lemonade, red wine, rum, vodka, cognac and grenadine, mix well





# Traditional Drink Tours

## Gastronomic Circuit

Departure by vehicle from Corregidora, downtown	10 mins
Breakfast at "El Tepe" Market	1 hr
Walking transfer	12 mins
Casa del Faldón	30 mins
walking transfer	10 mins
Old Railway Station	30 mins
walking transfer	8 mins
Pulquería El Gallo Colorado Pulque and cured tasting	40 mins
transfer by vehicle	5 mins
Carranza 50      Free food	1.30 hr

## Segundo Imperio

Departure from Zenea Garden	
Regional Museum    Entrance to the convent	30 min
transfer on foot	10 mins
Plaza de Armas	30 mins
walking transfer	10 mins
Convent of the Cross and Plaza Fundadores	
Entrance to the convent	40 mins
Walking transfer	5 mins
Pulquería El Gallo Colorado	
Pulque and cured tasting	90 mins

## Beer Route

In Querétaro there are several local beer proposals that have been forming a consolidated region and the bases of a beer route that ranges from bars specializing in the sale of craft beer, breweries, taprooms and beer gardens both open to the public and spaces reserved for private events. Some suggestions are Brewer gastropub, Jardín cervecero Hércules, Taproom Cuatro Palos, Casa Arellano, the taproom of Cervecería del Campo in Monosabio and many more.







# Events & Festivals

There are various events and festivals linked to beer in Querétaro. Some of these events are private and are intimately linked to a particular brewery on important dates such as anniversaries, Oktoberfest or spring festivals.

Some other events are focused on reaching wider audiences for which they have the presence of several breweries, both industrial and craft. All the proposals are generally accompanied by good times, music, food and celebration around this great drink.







# San Juan del Río





# Cerveza artesanal Jabalí y Tempus

## Introduction

Jabalí beer and Tempus beer are an emblematic creation of Primus brewery that stand out in the world of craft beers in Mexico. The beers are the result of an unmatched passion for craft brewery, designed for those seeking unique and deep sensory experiences. Each sip is a journey through intense flavors and rich textures that defy the conventions of industrial beers.

## Raw material:

- ☞ Water
- ☞ Barley malt
- ☞ Hops
- ☞ The Levadura

## Manufacturing process:

### 1. Maceration and Maceration:

You start by grinding the barley malt and then mix it with hot water in a container called a macerator. This process is known as maceration and aims to extract the fermentable sugars from the malt.

The mixture is stirred to ensure an even distribution of heat and left to sit for a set amount of time to allow the enzymes present in the malt to break down the starches into simple sugars.

### 2. Washing the Grain:

After maceration, the grain is washed, where more hot water is added to the macerator to rinse off the remaining sugars from the malt.

The liquid resulting from this process, known as wort, is collected and transferred to a boiler for subsequent boiling.

### 3. Boiled:

The wort is brought to a boil in the boiler for a certain time. During this process, hops are added at different times to bring bitterness, flavor, and aroma to the beer.

After boiling, the wort cools quickly to stop enzyme activity and prevent contamination.

### 4. Fermentation:

Once cooled, the wort is transferred to the fermenter, where yeast is added to start the fermentation process. The yeast consumes the sugars present in the wort and produces alcohol and carbon dioxide as by-products.

Fermentation can last several days or weeks, depending on the style of beer and fermentation conditions.

### 5. Maturation and Clarification:

After primary fermentation, the beer is transferred to a maturation tank where it is left to steep at cooler temperatures for an additional period of time. During this stage, the beer is clarified and its flavor characteristics develop.

Additional ingredients can also be added at this stage, such as fruits or spices, to create beer varieties with unique flavors.



#### 6. Bottling and Carbonation:

Once the beer has matured enough, it is bottled and capped for subsequent carbonation. A small amount of sugar or fermentable wort is added before bottling to induce a second fermentation in the bottle, which creates the carbon dioxide necessary for carbonation.

The beer is left to sit in the bottles for an additional period of time to allow carbon dioxide to develop and carbonate properly.

#### 7. Labeling and Storage:

Once carbonated, the beer is labeled and stored in a cool, dark place for later distribution and consumption.

### Tasting and Pairing:

Lager beer:

Color: Light gold to amber.

Aroma: Soft malt aroma with floral or herbal notes.

Taste: Refreshing and balanced, with a slight bitterness and a clean finish.

Pairing: Perfect with light dishes such as salads, fish, seafood and Mexican food.

IPA (Indian Pale Ale) beer:

Color: Amber to copper.

Aroma: Intense hop aroma with citrus, floral or resinous notes. Taste: Pronounced bitterness with hops, citrus and fruit flavors.

Pairing: Ideal with grilled meats, hamburgers, strong cheeses and spicy dishes.

Cerveza type Stout or Porter:

Color: Dark brown to black.

Aroma: Aromas of coffee, chocolate, cocoa and toast.

Taste: Full body with flavors of coffee, dark chocolate and roasted malts.

Pairing: It combines very well with desserts such as brownies, ice cream, blue cheeses and grilled meats.







# Pulque

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## Introduction

<<Pulque>> is an ancestral Mexican drink that has been consumed for centuries in various regions of the country, including San Juan del Río. This ancient drink is obtained from the fermentation of aguamiel, the sweet juice that is extracted from the heart of the maguey. In San Juan del Río, pulque is part of the rich cultural and gastronomic tradition of the region, being appreciated for its unique flavor and nutritional properties.

Pulque has been valued by indigenous communities since pre-Hispanic times, considered not only as a refreshing drink, but also as a sacred and medicinal food. In San Juan del Río, this tradition is kept alive thanks to the <<pulquerías>> and local producers of communities such as <<El Sitio, Santa Lucía, Cerro Gordo and El Rosario>>, who continue to make and offer this traditional drink to locals and visitors.

## Raw material:

☞ Maguey



## Manufacturing process:

### 1. Extraction of the mead:

An incision is made in the pineapple of the maguey, allowing the mead to flow and be collected in suitable containers. This process is carried out carefully to avoid damaging the plant and to ensure that good quality mead is obtained.

### 2. Filtering and resting:

The collected mead is filtered to remove impurities and left to sit for a few hours to allow any sediment to settle. This rest helps to clarify the fluid and improve its quality.

### 3. Natural fermentation:

Once filtered and rested, the mead is transferred to fermentation vessels. Traditionally, these containers were made of clay, but nowadays plastic or stainless steel containers are also used.

During fermentation, the natural yeasts present in the environment and in the mead begin to convert the sugars in the mead into alcohol and carbon dioxide. This process can take several days, depending on factors such as the ambient temperature and the amount of sugars present in the mead.

### 4. Collection and consumption:

Once fermentation has finished and the desired degree of alcohol has been reached, the pulque is ready to be consumed. It is collected from fermentation vessels and served fresh.

Pulque can be consumed directly or it can be mixed with fresh fruits or juices to create drinks with different flavors and varieties.

## Tasting and Pairing:

Tasting <<pulque>> involves appreciating its color, aroma, flavor, and texture, which can vary depending on the type of mead and the fermentation process. To pair pulque, it is recommended to accompany it with typical Mexican dishes such as tacos, quesadillas and mole, as well as soft cheeses, sausages, tropical fruits and spicy dishes, since its freshness and slight sweetness complement and balance various flavors, creating delicious and authentic combinations of Mexican gastronomy..







# Wines

## Introduction

San Juan del Río has a rich history in the cultivation of vines and wine production, documented since the beginning of the viceroyalty, being one of the first places in America where vineyards prospered. Its boom occurred in the middle of the twentieth century, reaching more than 2 thousand hectares planted. However, this prosperity declined towards the end of the century due to various circumstances.

Today, the region's wine industry is making a strong comeback, supported by a strategy focused on wine tourism. Projects such as Cava 57, Tres Sarmientos and Chateau Galindo attract a growing number of tourists. The wines of San Juan del Río stand out for their quality, freshness and expression of the terroir, making it an excellent option for wine lovers looking to explore a region with a great history and tradition.

## Raw material:

🍇 Grape



## Manufacturing process:

1. **Harvesting the grapes:** The first stage of the process begins with the harvest of the ripe grapes in the vineyards. This is a crucial phase, as the aim is to harvest the grapes at the optimum moment of ripeness to guarantee the quality of the wine.
2. **De-stemming and crushing:** Once harvested, the grapes are destemmed to separate the grape bunches from the stems. The grapes are then squeezed to break the skin and release the must, which is the sweet juice contained in the grapes.
3. **Fermentation:** The must obtained is transferred to fermentation tanks, where yeasts are added to start the alcoholic fermentation process. During this stage, the yeasts consume the sugars present in the wort and convert them into alcohol and carbon dioxide. The temperature and duration of fermentation can vary depending on the type of wine being produced.
4. **Maceration (in the case of red wines):** For red wines, an additional stage of maceration can be carried out, where the grape skins are kept in contact with the must for a certain period of time. This allows color, aroma and flavors to be extracted from the skins, contributing to the complexity of the wine.
5. **Pressing:** Once fermentation is complete, the wine is separated from the grape solids through a pressing process. This step can be done gently to obtain lighter wines, or more intensely for more robust wines.
6. **Clarification and stabilization:** The resulting wine can go through clarification and stabilization processes to remove unwanted sediments and particles, as well as to adjust its acidity and balance its flavor.
7. **Aging (optional):** Some wines, especially reds and certain whites, can be subjected to an aging period in oak barrels or stainless steel tanks. During this time, the wine acquires complexity and character, developing unique aromas and flavors.
8. **Bottling:** Finally, the wine is bottled and labeled, ready for marketing and consumption.

## Tasting and Pairing:

The wines of San Juan del Río, characterized by their quality and diversity of flavors, offer a unique sensory experience. In a tasting, the wide range of aromatic and taste profiles is appreciated, from fresh whites with citrus and floral notes to structured reds with aromas of red fruits and spices. To pair these wines, it is recommended to accompany the whites with seafood, fresh salads or soft cheeses, while the reds harmonize perfectly with red meats, mature cheeses and traditional dishes such as barbecue. The versatility and quality of San Juan del Río wines make them ideal for both special occasions and everyday enjoyment, enhancing each gastronomic experience with their authentic and unique flavor.







# Traditional Drink Tours

## La Puerta Negra

Corregidora 2,  
Centro, 76800 San Juan  
del Río, Qro.

## Los Generales Revolucionarios

Paseo Central 121,  
Betania, 76805 San Juan  
del Río, Qro

## Public House

Av. Juárez Pte. 96-A  
Centro, 76800 San Juan  
del Río, Qro.

## La Terraza de San Juan

Independencia 61,  
Centro, 76800 San Juan  
del Río, Qro.

## El Mesón de Don Jorge

Av. Juárez Pte. 52,  
Centro, 76800 San Juan  
del Río, Qro.

## Bar Manolo's

Panamericana 34,  
Centro, 76800 San Juan  
del Río, Qro.

## La Cobacha

Del Olvido 3, La  
Arboleda, 76800 San  
Juan del Río, Qro.

## Cervecería Primus

76807, Nte. 5 34, Nuevo  
San Juan, 76806 San  
Juan del Río, Qro.

## Cava 57

San Juan del Río-Pedro  
Escobedo, 76815 San  
Juan del Río, Qro.

## La Harinera

Av. Constituyentes 16-6  
Centro, 76800 San Juan  
del Río, Qro.

## Pulquería La Reyna Xóchilt

José Maria Arteaga 48,  
Centro, 76800 San Juan  
del Río, Qro.

## Pulquería Todos Contentos

Aquiles Serdán 78,  
Centro, 76800 San Juan  
del Río, Qro.



# Events & Festivals

1 **Bajío Beer Fest**  
Early spring

2 **Festival Día de Muertos**  
October - November





San Luis Potosí





# Mezcal

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## Introduction

San Luis Potosí is located along the Sierra Madre Oriental, a region characterized by its transition between jungles and deserts, with the southern border of the Chihuahuan Desert and an impressive biodiversity of cacti.

The <<Guachichile>> tribes, the first inhabitants of this region, offered a fierce resistance to Spanish colonialism for 50 years, until the founding of the city in 1592. Grateful for the pacification of In the region, the Spanish king granted Mercedes that established a latifundist model sustained by mining, agricultural and livestock activities, with remuneration through the stripe stores.

The arrival of immigrants to the Pacific coast, facilitated by trade with Asia through the Manila Galleon, introduced the clay pot distillation system, giving rise to the "coconut wine" popular in the mines of San Luis Potosí. This method evolved in the deserts, giving rise to the cooked agave brandy known as mezcal.

During the colony, religious orders played an essential role in the transfer of technologies, highlighting the installation of the first copper still in the <<Laguna Seca>> of the current Municipality of Charcas, San Luis Potosí. Although mezcal was banned in its beginnings, the viceroy eventually legalized its production to increase tax contributions.

In Mexico's independent period, the rise of the industrial revolution and the expansion of the railroad promoted the development of distilleries, although these advances were later destroyed by the aftermath of the revolution and agrarian distribution. Despite the risk of extinction of traditional techniques such as the <<campanilla>>, the growing popularity of tequila in the last years of the twentieth century contributed to a new appreciation of Potosí mezcal, which today is experiencing a second golden age, obtaining international awards for its characteristic flavor.



## Raw material:

☞ The endemic agave is the salmiana, subspecies Crassispina, which grows wildly in the highlands of the Potosi desert. It matures between the ages of 8 and 12 and is detached to reach its seasoning. It is managed by the ejidos, so no factory develops agribusiness, which ensures a greater benefit for the communities.

## Manufacturing process:

Once the agaves are ripe, they are removed from the ground and the stalks are removed, leaving Only the so-called "pineapples" which arrive at the factories and in an artisanal process can be cooked in two ways: conical subsoil oven or masonry based on organic fuel (generated by the agave itself), and masonry oven or autoclaves Steam-based. Later they go to the milling where a stone called "Tahona" is generally used to obtain the cooked sweet juices and channel them in wooden containers for fermentation. Once this has been done, the distillation process begins, in which a copper still is usually used. It is worth highlighting the "Ancestral" production process which is a distillation system in clay pots with internal catchment, or better known as: "Campanilla" which is considered intangible cultural heritage of the State of San Luis Potosí since 2020.



## Raw material:

The versatility of flavors of Potosi mezcals can be appreciated in the pure distillate through tips aimed at building an experience in all senses. In turn, it is recommended Accompany with a pairing of prickly pear cheese, goat cheese, red biznaga cabuches, garambullos, xoconostles, wedding roast, mole and signature chocolates, although it is also the perfect accompaniment to any dish of Potosi gastronomy through its different cocktail presentations.

Potosí mezcal is an outstanding example of Mexican gastronomy, with a versatility of flavors that can be explored both in its pure form and through pairings and cocktails. Every aspect of mezcal, from its color and aroma to its mouth-to-mouth flavors, offers an opportunity for a rich and varied sensory experience. Recommended pairings and cocktail presentations showcase mezcal's ability to complement a wide range of dishes and culinary experiences, reflecting its importance in the gastronomic culture of San Luis Potosí.







# Mezcal Recipes

## Patatús (Patatús mezcal)

### Ingredients:

2 oz. Cucumber pulp  
1 1/2 oz. Mezcal Patatús  
3/4 oz. Rosemary syrup with jalapeño  
1 oz. Lemon juice  
Tazin of 1 dash  
1 slice of serrano pepper

Served: Old Fashion Glass  
With Shake technique x 20 sec  
incorporate the ingredients very well,  
Before serving, frost the glass with salt  
Of chapulin or of worm the Tajin.  
Decorate with a slice of serrano pepper.

## María Jurada (Júrame mezcal)

### Ingredients:

3 oz. Pineapple juice  
2 oz. De Mezcal Júrame  
1 Tbsp. Garambullo jam  
1/2 oz. Of liqueur of ancho reyes jalapeño  
1/2 oz. Quince liqueur  
1.5 oz. Agave syrup  
1/2 oz. Lemon juice  
Ice

Serve and garnish with pineapple and  
worm salt.

## Frida y Diego (El Corral mezcal)

### Ingredients:

60 oz pineapple juice  
2 g mint  
2 oz ginger  
1 oz jarabe natural  
1 1/2 oz MEZCAL EL CORRAL  
Ice

## Rocket Citrus (Laguna Seca mezcal)

### Ingredients:

2 oz. De mezcal Laguna Seca  
1 oz. Mango juice  
1 oz. Pineapple juice  
1 oz. Mandarin juice  
1 oz. Orange juice  
1/2 oz. Lemon juice  
- Pineapple trocytes  
Ice  
Mixed salt and chamoy for frosting.





# Craft Beer

## Introduction

One of the oldest alcoholic beverages in the world is undoubtedly Beer. It has its roots in the ancient civilizations of Mesopotamia and Egypt around 7,000 years ago. In Europe, during the Middle Ages, monks perfected the brewing techniques, including the use of hops. The Industrial Revolution brought significant advances, enabling large-scale production and improving the quality and stability of beer.

In Mexico, beer was introduced by the Spanish in the sixteenth century. However, it wasn't until the 19th century that a significant brewing industry began to develop with the arrival of European immigrants. San Luis Potosí, located in the heart of Mexico, not only embraced this tradition, but also became a benchmark in the production of craft beer. Since 2010 with the pioneer breweries, marking the beginning of a new era in the local beer industry.

Currently San Luis Potosí is proud to be one of the most prominent cities in the craft beer scene, with prominent brands such as 7 <<Barrios>>, La Legendaria, Cervecería Imperial, San José and Villacastel among others. These breweries, recognized for their dedication to quality and innovation, offer a diversity of styles and flavors that enrich the Potosí beer culture.

## Manufacturing process:

Local brewers are committed to quality, using natural and traditional ingredients with no artificial additives or preservatives. Each beer is a masterpiece, starting with the grinding of the malt and going through the maceration process, where starches are converted into fermentable sugars. The resulting wort is boiled together with hops to add flavour and aroma, before being cooled and fermented with yeast. This process can take several weeks, allowing each beer develops its unique and distinctive profile. Finally, the beer is left to mature and bottled or canned.

Craft beers typically have a more complex and distinctive flavor profile due to the traditional methods and creativity of brewers. Potosí's craft breweries stand out precisely for this dedication to authentic methods and innovation in their products.

## Raw material:

- ☞ Potosí beer stands out for its ability to innovate and its deep appreciation for local ingredients. Beer producers in San Luis Potosí use resources to transform traditional styles and offer truly unique beers.
- ☞ From passion fruit from the <<Huasteca Potosina>> to cinnamon, cloves, and coffee, each beer is a tangible display of the region's cultural and natural richness.
- ☞ Likewise, these beers are adapted to Mexican festivities, with special creations for the Day of the Dead, Christmas, and other seasonal celebrations, providing a beer experience that celebrates the richness of Mexican culture through every sip.





## Raw material:

Pairing with beer is an art that enriches every gastronomic experience. The variety of beer styles available in the city allows perfect combinations with the traditional dishes of the town:

**Lager and Pilsner:** light and refreshing. It pairs excellently with nopales salad with jacubes, palm heart and cabuches, fresh goat cheese with cilantro, and mixtures of local pickles such as fiambre potosino and cueritos salad.

**Pale Ale and IPA:** The citrus and bitter notes of this beer beautifully complement robust dishes such as asado de boda, enchiladas huastecas, enchiladas potosinas and tacos rojos.

**Porter:** Dark and rich in malts, it is ideal to accompany mole, pipian, Huasteca jerky with anchovies, and a good kid from the Potosi desert.

**Stout:** With its intense flavors of coffee and chocolate, it is perfect to pair with dulce de leche, a three-cheese cake from Potosí with a garambullo stumble and a base of pemol from the Huasteca.







# Cocktail Recipes

## Michelada

### Ingredients:

1 teaspoon salt  
Chili powder  
Juice of 2 lemons  
1/4 teaspoon Worcestershire sauce  
1/4 teaspoon Worcestershire sauce  
1/4 cup tomato juice 1 beer

Cut a lemon in half and graze the rim of the glass to frost it with salt and chili powder. Add ice and pour the lemon juice, Worcestershire sauce, Worcestershire sauce and tomato juice into the glass. Add the beer and mix.

## Beermosa

### Ingredients:

1 beer (preferably IPA) Orange juice  
1 milling cutter or 1 wax for decorating

In a glass or glass serve 2/3 of beer and then add 1/3 of orange juice, both very cold. Garnish with a fresh strawberry or cherry. This cocktail offers a perfect balance between the acidity of the juice and the bitterness of the beer.







# Pulque

## Introduction

<<Pulque>> has a sacred origin that dates back to pre-Hispanic times, where it was known as the “drink of the gods” and its consumption was reserved for rulers, priests and elders in ritual ceremonies. In the colonial era, pulque became the most consumed alcoholic beverage in Mexico, with a staggering 94% share of total alcoholic beverages in the 19th century. This prominence led the government and the Church to adopt measures to discredit pulque, promoting unhygienic myths and legends about its production.

Today, <<pulque>> has been rediscovered by modern youth, becoming a trendy drink. New pulque enthusiasts work on the sensory and cultural exploration of the drink, focusing on improving the quality of <<pulquerías>> and revitalizing appreciation for this ancestral drink.

## Manufacturing process:

It is obtained from the mead that is extracted directly from the <<pulquero>> maguey and subjected to a fermentation process, which will give the pulque a white color, strong odor and viscous and dense consistency reaching an alcoholic content of 4.26% and 9% sugars. After this process, its durability is only 3 days, since when it continues to ferment it becomes bitter and thick, this with an optimal temperature between 5 and 7 degrees from the moment it leaves the <<tinacal>>.

For a pulque to last up to five days, it must be kept in a clean, cool place, protected from the sun, rain or flies. Keeping it cold is advisable, its flavor stands out being more pleasant and fermentation is delayed a little. The quality of this drink depends on the type of maguey from which it is extracted.

## Raw material:

☞ The maguey <<pulquero>>, tame or mountain, also known as *Agave salmiana*, is a succulent plant of Mexican origin, with which pulque is produced. There are 136 species, 26 subspecies, 29 varieties in the country and 7 forms of magueys, from the small henequen magueys to the wild magueys of the highlands that can reach up to three meters in height.

## Tastings and Pairings:

<<Pulque>> is an ancestral drink of Mexican origin that is characterized by its diversity of flavors derived from its natural fermentation.

This drink can feature flavor profiles that include earthy, sour, spicy, sweet and sour, citrus, salty, lactic, and umami notes, each of which can be used in varied culinary preparations, such as sauces, garnishes, ferments, sweet dishes, and fillings. Modern pulque tastings also offer a sensory experience that includes cured with chocolates.

<<Pulque>> is not just a drink, but an important element of Mexico's cultural heritage. Its history ranges from pre-Hispanic times, where it was considered a sacred drink for rulers, priests and elders, to its popularity in the colonial era and its recent renaissance in the modern food scene. Today, pulque remains a symbol of Mexico's rich culinary tradition, and its evolution reflects changes in the country's society and culture.

The most appreciated pairing of pulque is found in the <<Saucito>> neighborhood, where you can enjoy a tostada or a gordita de horno accompanied by natural or cured <<pulque>>. This pairing stands out for its ability to stand out the traditional gastronomy of San Luis Potosí, providing an authentic and delicious experience.





# Pulque Recipes

## Pulque Curado

The <<curado of pulque>> represents a historic innovation in the tradition of this ancestral Mexican drink. As consumer preferences evolved, new alternatives to natural pulque became necessary, leading to the creation of <<curados>>, a variety of pulque enriched with fruits, seeds, and other ingredients.

Through the <<curado>> process, pulque acquires a new dimension of flavors and colors, responding to the demands of an ever-changing market. Among the most prominent varieties are pine nut curing, strawberry curing, and prickly pear curing, each offering a unique experience that reflects local traditions and culinary innovations.

In general, the <<curado>> stands out for its relevance in the Corpus Christi festivities, where its flavor and color made it an emblematic celebratory drink. This variety not only illustrates the cultural value of pulque, but also its ability to adapt to Mexico's festive traditions.







# Traditional Drink Tours

## Bar Tampico

C. de Los Bravo 205,  
Centro, 78000 San Luis  
Potosí, S.L.P

## Loreto Bar

Manuel José Othón 325,  
Centro, 78000 San Luis  
Potosí, S.L.P

## Cantina la Consentida

José María Morelos  
y Pavón 1125, Centro  
Histórico, 78000

## Inés Fusión de Sabores

Vicente Guerrero 825,  
Centro Histórico, 78000  
San Luis Potosí, S.L.P.

## La Oruga y la Cebada

Avenida Universidad 169,  
Centro, 78000 San Luis  
Potosí, S.L.P.

## Cervecería callejón 7b

Avenida Universidad 153,  
Centro Histórico, 78000  
San Luis Potosí, S.L.P.

## Rooftop 145

Avenida Universidad 145,  
Centro Histórico, 78000  
San Luis Potosí, S.L.P.

## Pulquería Coneja de la Luna

Mariano Abasolo 845,  
Centro Histórico, 78000  
San Luis Potosí, S.L.P.

## Pulquería San Luis Rey

Av. Venustiano Carranza  
1660, Col del Valle,  
78250 San Luis Potosí,  
S.L.P.

## El Corral de Beto

Antonio Nieto 116, San  
Jorge, 78394 San Luis  
Potosí, S.L.P.

## Beer Routes

In Downtown San Luis Potosí, you can enjoy these combinations at featured restaurants, which offer inclusive experiences in Spanish, English, and German. This diversity of dining options and cultural ensures a complete and memorable experience.

Tours are also offered to discover the Center's outstanding architectural and cultural spaces with accredited federal guides. Thus, you will be able to get to know San Luis Potosí from its history and traditions to its innovations in the beer world fused with the excellent flavors of the city's gastronomy.







# San Miguel de Allende





# Allende Beer

## Introduction

<<Cervecería Allende>> is a Mexican brewery, established since 2014 in the heart of Mexico, San Miguel de Allende, Guanajuato.

Being part of this city, <<Cervecería Allende>> absorbs several characteristic elements implementing them in the image of its label such as the Parish of San Miguel Arcángel and its two-tone design that transports to its houses, its streets, its colors.

All the people who are part of the Allende Family are Mexican hands, mostly San Miguelenses, passionate about innovation, beer and Mexican culture.

<<Cervecería Allende>> has 5 styles of line beer and 2 seasonal styles, all for different times and to taste them with different dishes since each one has its own characteristics.

## Raw material:

<<Cervecería Allende>>, dedicated to the production of craft beers with ingredients of the highest quality (malt, hops, water and yeast) and attached to traditional techniques, which, in a precise mixture, are the result of history, flavor, color, love, tradition, freshness and culture with which he represents San Miguel de Allende. Likewise, each recipe and each batch is made by Mexican hands, with fervor, dedication and natural ingredients of the highest quality, without additives, preservatives and adjuncts, achieving the perfect combination of tradition and freshness that characterizes the city and its people.



## Manufacturing process:

☞ Cervecería Allende offers a wide range of beer styles, each designed to complement a variety of dishes and moments of enjoyment. Here are our main styles and some pairing suggestions:

☞ Allende Golden Ale: This beer is perfect for any occasion, with an elegant combination of malt and hops that creates a unique flavor experience. Ideal to accompany salads, pastas, white meats, seafood and soft cheeses.

☞ Allende Brown Ale: A dark and refreshing beer, brewed with a blend of 8 specialty malts. Perfect to enjoy with roasted meats and more robust dishes such as baked pork, sausages and strong cheeses.

☞ Allende IPA: Our interpretation of the classic English recipe results in a refreshing beer with a dry and bitter finish. Ideal to accompany intense and spicy dishes such as moles, axiotes and Mexican antojitos.

☞ Allende Cien: This Light Lager, with only 100 calories, is a refreshing and great-tasting option for any occasion. Perfect as an aperitif and to accompany fresh dishes such as salads, seafood cocktails and grilled fish.

☞ Allende Agave Lager: With herbal and smoky touches, this beer surprises thanks to its maceration process with agave espadín. Ideal to accompany smoky but mild-flavored dishes, such as salmon and young cheeses, as well as delicate dishes such as herbed chicken or raw seafood.

☞ Allende Witbier (Summer): Made from wheat, this beer is characterized by its light, sweet and refreshing foam. Perfect to accompany seafood dishes, especially if they are seasoned with lemon.

☞ Allende Baltic Porter (Winter): With aromas of dark chocolate, dried fruit, and flavors of roasted nuts, vanilla, and plum, this beer is ideal for roasted or baked dishes such as roast beef, smoked ham, and strong cheeses.







# Traditional Drink Tours

As for the availability of our beverages, we are proud to say that <<Cervecería Allende>> is present in most of the Mexican Republic, as well as in selected cities in the United States, Europe and Japan. However, our main focus is to make sure that our products are available to our customers in San Miguel de Allende and you can currently find us in most establishments in this beautiful city. You can find us in more than 200 consumption centers in Mexico City, as well as in various establishments in other cities such as Guadalajara, Querétaro, Tulum, Playa del Carmen, León, Guanajuato, among others. In addition, our beers are available in renowned supermarket chains throughout the country, such as Soriana, Walmart, Walmart Express, HEB, CityMarket, La Europea, and of course, you can also purchase them directly through Our website [www.cerveceriaallende.mx](http://www.cerveceriaallende.mx).



# Events & Festivals

Throughout the year, <<Cervecería Allende>> actively participates in a wide variety of events and festivals that celebrate the rich local culture and traditions of San Miguel de Allende and beyond. From social events to art week, brand launches, food festivals, Oktoberfest, Expo Cerveza, Millesime Weekend and many more, our presence at these events is an integral part of our mission to share the passion for craft beer and enrich our customers' experiences. We are committed to highlighting and celebrating the important role our beverages play in these events, offering a unique and memorable experience on every occasion.







# Tlacotalpan





# Torito

## Introduction

This typical drink of Tlacotalpan is one of the most requested by visitors, for its creamy and delicious flavor, the <<torito>> has many variations due to the diverse variety of fruits that occur in the area near Tlacotalpan, however, the <<torito>> peanut is the favorite of many. Made from dairy products and seeds or fruits, which together with cane sugar provides a texture velvety, 96-proof alcohol is also incorporated, which gives the drink its character.

## Manufacturing process:

<<Torito>> of peanuts

After peeling and removing the peanut shell, it is browned in a pan over low heat, then it is emptied into a blender where cow's milk, water, evaporated milk and cane alcohol will be added.

In the case of bulls of other fruits, these are added directly to the blender without going through the process of browning in the pan. The amount of alcohol that will be added will vary according to the taste of the person who is going to drink it.

## Raw material:

- ☞ Peanuts or fruit of your choice (jobo, coconut, cajeta, pistachio, soursop, coffee)
- ☞ Cow's milk
- ☞ Evaporated milk
- ☞ Water
- ☞ Cane alcohol

## Tasting and Pairing:

This drink is an excellent accompaniment with puff pastries stuffed with stews from the region called "volovanes" that can be chicken, ham, tuna, crab or shrimp. Also to accompany with a board of cold meats and a variety of cheeses.





# Popo

## Introduction

It is a ceremonial drink that is customary to drink in this typical city, the name of <<popo>> It comes from the Nahuatl word <<popochtli>> which means "thing that smokes or foams" and that refers to the foam that is obtained by beating the mixture, this foamy consistency is given thanks to the root of the <<chupipi>> that keeps it like this and gives it that characteristic flavor that differentiates it from other types of <<popos>> that are prepared in other places, which is why the <<popo tlacotalpeño>> is quite requested by tourists, mainly on Sundays, when they can come and enjoy them in the Plaza Zaragoza accompanied by the family and enjoy the typical gastronomy of the city.

## Manufacturing process:

1. Place th cocoa in a saucepan and put high heat, shake constantly to brown it. On the other hand, wash the rice and let it soak in warm water; peel the chupi, as well as the previously browned cocoa , leaving only the seed.
2. Place in a deep bowl with the previously drained rice and the finely chopped suckling lollipop, add a cinnamon stick in pieces and mix everything.
3. All ingredients will be ground in metate, hand mill or nixtamal mill to obtain a homogeneous paste.
4. In a container, the paste will be dissolved in sufficient water, then a cotton cloth will be placed as a sieve to remove the lumps and shells of the paste.
5. Once well strained add the sugar and ice, then beat with a wood grinder until you get a dense foam, it will be served in a deep dish for tasting.

## Tasting and Pairing:

The <<popo can be accompanied by delicious dough tamales with chicken and ancho chile sauce or with traditional sweet "tetamalitos" of anise, cream, coconut, or the classics of "purple corn".

## Raw material:

- ☞ Cacao
- ☞ Canela
- ☞ Chupipi
- ☞ Arroz
- ☞ Agua
- ☞ Hielo
- ☞ Azúcar







## Traditional Drink Tours

### Bar el Napoles

Centro, 95460  
Tlacotalpan, Ver

### Bar Blancanieves

Centro, 95460  
Tlacotalpan, Ver.

### La Rockola

Plazuela Agustín Lara.  
Tlacotalpan, Ver.  
FB: La Rokola Rest-Bar

### Doña Lola

Av.Venustiano Carranza  
Centro 11, Tlacotalpan.  
FB: posadadonalala

### Astor María

Manuel María Alegre  
s/n,Parque Zaragoza.  
FB:AstorMariaTlacotalpan

### La pasadita

Blvd. Guillermo Cházaro  
Lagos s/n Tlacotalpan,  
Ver.

### Popos & Tamales Cande

Av. Cayetano Rodríguez Beltrán Lote Cayetano,  
Centro, 95460 Tlacotalpan, Ver.

### Popos & Tamales Alegría

Plaza Agustín Lara s/n.  
Tlacotalpan, Ver.



## Events & Festivals

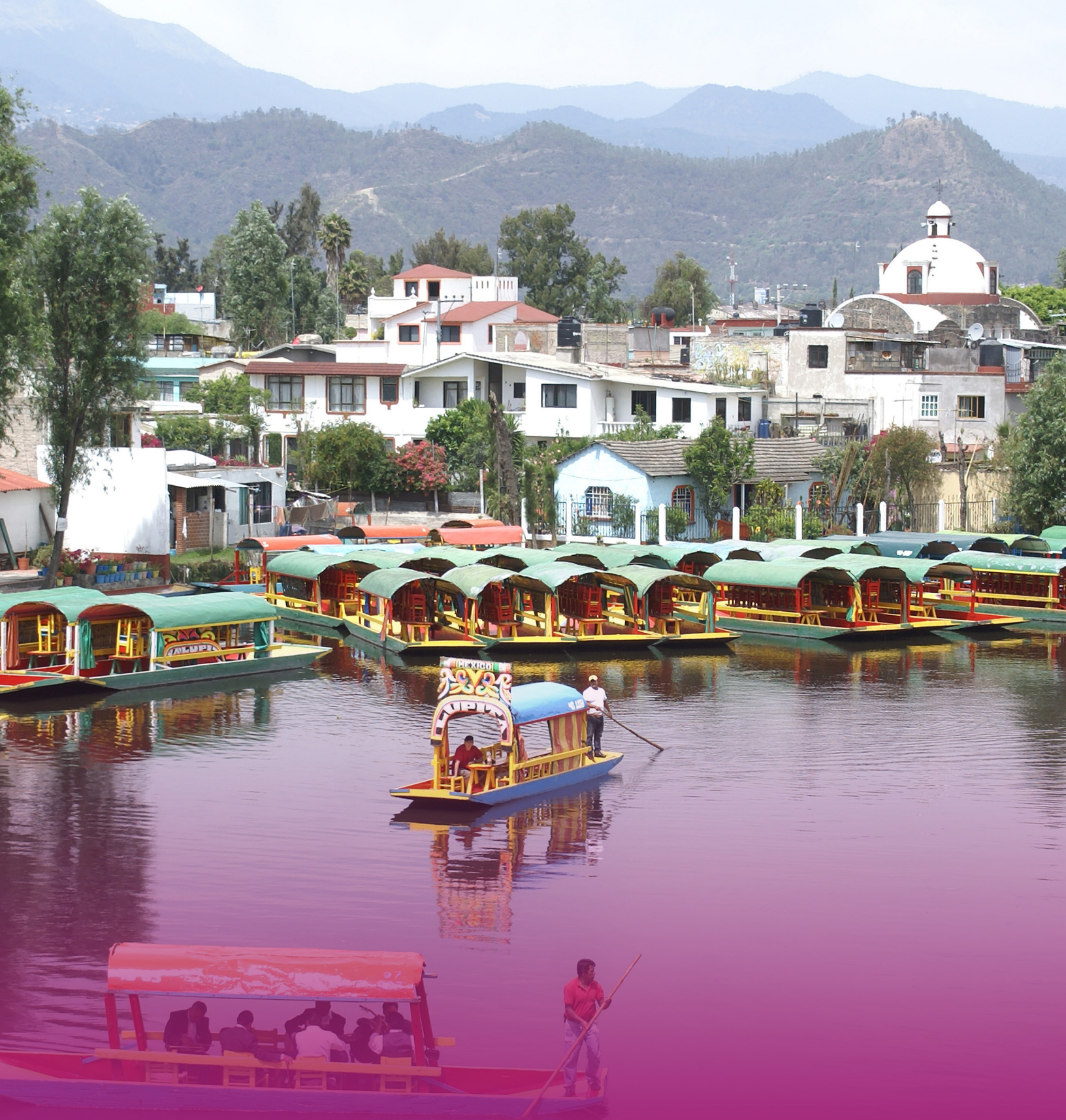
1 **Fiestas de la candelaria**  
January-February

2 **Festival San Miguelito**  
September 28 - October 2

3 **Festival del Dulce y el Pan**  
December







# Xochimilco





# Pulque

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## Introduction

In the chronicles of time, a fascinating story is woven that dates back to the mysterious days of the ancient pre-Hispanic peoples. In the heart of Mexico we find mystery and tradition, in it we find a divine nectar, an elixir that transcends time and space: <<pulque>>. Considered the "nectar of the gods", this ancestral drink was consumed in religious ceremonies and festivities, but its use spread for its healing properties, granting hope and vitality to those who tasted it.

One of the most well-known legends was that the Aztec princess <<Xochitl>> who, on a day of walking through the fields, discovered pulque. He found this liquid treasure at the heart of nature, a divine revelation he shared with the god <<Papantzin>>. Since then, pulque has been elevated to the status of a sacred drink, reserved only for kings and nobles, as it was believed to promote fertility and prosperity.

During the viceroyalty, pulque flourished in the central highlands of Mexico, being a vital resource for local communities. However, its consumption was restricted to retired lords and elders, as well as those destined for sacrifice in temples.

This narrative was captured in the work of José María Obregón, a master painter from the National School of Fine Arts. In his iconic painting "The Discovery of Pulque," he captured the mystical moment that occurred in the splendor of the Tula-Toltec, more than a thousand years ago.

Despite its venerable status, pulque faced persecution from civil and religious authorities during the viceregal era. Prohibitions attempted to stifle its popularity, but only increased its value and the profits of those who trafficked it. It took the ingenuity of Bishop Juan de la Serna to change course, realizing the economic potential of this drink.

Over time, <<pulque>> found a rival in the growing beer industry, which sought to discredit it. However, its status as a food, thanks to its nutritional richness, protected it from taxes levied on other alcoholic beverages.



<<Pulque>> is a fermented drink and valued for its artisanal production method. Its preparation begins with the extraction of the sap of the maguey, a plant that has been castrated by cutting its central shoot (quite) after maturing between 7 and 15 years.

The pineapple is pierced and scraped from the maguey to collect the mead, which flows for about six months. The tlachiquero extracts this liquid twice a day, using an <<acocote>>, an elongated gourd with perforations. He sucks the mead out of one end of the coconut and pours it into ceramic, wood, or leather containers.

The amount of mead depends on the size of the maguey and the skill of the <<tlachiquero>>. The long-spiked and tame magueys produce between 250 and 350 liters of mead, while the <<Ayoteco>> and <<Chalqueño>> species can produce twice as much, the mead is fermented in the tinacal, thus obtaining pulque. One that is obtained natural pulque is placed in a large container and thus it can be drunk or the so-called <<curado>> is made, which is natural pulque combined with fruits, sweets and varieties.

In each sip of pulque there is a connection to the past, a link to the earth and the gods.

It's more than just a drink, it's a living tradition that has stood the test of time, an experience that transports us back to the days of yesteryear and reminds us that, deep within history, there's always a place for magic and mystery.





## Raw material:

☞ <<Pulque>> is a fermented drink and valued for its artisanal production method. Its preparation begins with the extraction of the sap of the maguey, a plant that has been castrated by cutting its central shoot (quite) after maturing between 7 and 15 years.

☞ The pineapple is pierced and scraped from the maguey to collect the mead, which flows for about six months. The tlachiquero extracts this liquid twice a day, using an acocote, an elongated gourd with perforations. He sucks the mead out of one end of the coconut and pours it into ceramic, wood, or leather containers.

☞ The amount of mead depends on the size of the maguey and the skill of the tlachiquero. The long-spiked and tame magueys produce between 250 and 350 liters of mead, while the Ayoteco and Chalqueño species can produce twice as much, the mead is fermented in the tinacal, thus obtaining pulque. One that is obtained natural pulque is placed in a large container and thus it can be drunk or the so-called <<curado>> is made, which is natural pulque combined with fruits, sweets and varieties.

☞ In each sip of pulque there is a connection to the past, a link to the earth and the gods. It's more than just a drink, it's a living tradition that has stood the test of time, an experience that transports us back to the days of yesteryear and reminds us that, deep within history, there's always a place for magic and mystery.







Zacatecas





# Wines

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## Introduction

With the enactment, on December 14, 2017, of the Wine Development Law for the State of Zacatecas and its Municipalities by the LXII Legislature of the State of Zacatecas, and the consequent creation of the Zacatecan Council for Wine Development, the foundations were laid legal and the rules for the production of grapes and wines in Zacatecan territory, their dissemination, their historical, traditional and cultural standards, as well as the creation of a distinctive and certification of Zacatecan Wine, to guarantee quality control in its production process and compliance with applicable official standards, as well as labeling, packaging and packaging requirements.

Grapes and wine have accompanied humanity since its origins, so much so that there are even countless references found in the different religious and cultural expressions throughout our planet.

Although, on Mexican soil, the production of grapes and the production of wines derived from them are intertwined with the history of our country, in the state of Zacatecas wine production dates back to the late 1950s, as a result of the research that companies such as Casa Domecq carried out in search of land suitable for the cultivation of quality grapes for the production of table wines, finding the right conditions for their cultivation in the region of Ojocaliente (Trancoso, Ojocaliente, Luis Moya, Villa Hidalgo) to the south of the state and the region of the Macarena Valley (Fresnillo, Valparaíso, Jerez, Susticacán, Monte Escobedo) to the center of the state territory.

It is noteworthy that even though historically the state of Zacatecas has been one of the largest producers of wine and table grapes, along with Baja California and Sonora, contributing more than 40% of the national production, it is not among the main producers of this drink, since traditionally, most of its production has been used to meet the demand of the country's main wineries.

From the 1970s onwards, several houses have emerged with the interest of consolidating wine production in the Zacatecan territory, namely houses such as <<Bodegas del Altiplano, Vinos Carrera, Vinos Cacholá, Los Pioneros, Cantera and Plata>>, which laid the foundations of wine production in the state, joining young brands that have quickly achieved national and international recognition, such as <<Vinícola Campo Real>> (Tierra Adentro), López Rosso Cavas<< Vinícola El Consuelo>>, <<Vinícola Luévano Ruíz>> and <<Cuna de Plata Vinos y Licores>>.

On the other hand, the search for diversification and the use of agricultural products have led producers to the development of new wine products, generating innovative products from both the vine and various materials such as fruits, flowers and grains, creating an interesting range of notes and tones in high-quality artisanal wines. capable of coexisting in the consumer's taste with traditional products. Among them, artisanal wines and liquors produced from corn, tamarind, hibiscus flower, peach, orange, mint, produced by more recently created companies such as Bodega Castabana and Cuna de Plata Vinos y Licors stand out.

## Raw material:

☞ In the Zacatecan territory, at more than 2000 meters above sea level, in semi-arid lands of red earth and in temperate and semi-humid climatic conditions, grapes for wine are grown whose main characteristic is their high amount of sugar, highlighting Sauvignon Blanc, Chardonnay, Viognier, French Colombard, Chenin Blanc, Ugni Blanc, Traminer and Malaga among the whites, and Cabernet Sauvignon, Merlot, Syrah, Malbec, Ruby Cabernet and Petit Syrah among the reds.

☞ In the production of wines and liquors not from grapes, different varieties of corn grown in the Zacatecan territory are used, namely: blue, red, purple, white and nixtamalized white; Mexican spices among them, cinnamon, cloves, oregano, epazote, and flowers and fruits such as peaches, hibiscus, lemon, orange.

## Manufacturing process:

The production of a quality wine requires good grapes, which arrive in perfect condition at the winery, of utmost relevance are the geographical and climatic conditions in which the vineyard is located and the variety to be grown to guarantee its quality.

The harvest is the term by which the grape harvest is known. The winegrower must decide the best time for this since, if it is done late, the grapes may have too much sugar content, which will be transformed into alcohol.





Once in the winery, destemming is carried out, which consists of separating the grape berries from stems or stems. For the production of soft wines, destemming must be complete, otherwise it is carried out partially.

After destemming, the grape is crushed or crushed and pressed, consisting of a light crushing to extract the must (in red wines) and a more intense crushing for the extraction of the juice, in the case of white wines the pressing occurs just after the harvest and for red wine it is done after crushing.

When the must has not fermented or has alcohols, the grape juice is mixed with the solid parts of the grape to ensure that the skins and other components give it colour and aromas, in a process known as maceration; Since the skins and solids accumulate at the top of the fermentation tank, they must be consistently mixed with the must in a process called pumping over, crucial in the production of red wine.

In white and rosé wines, before fermentation, the racking process is carried out, consisting of the separation of the solid parts from the liquid, to obtain a clean must.

Subsequently, alcoholic fermentation is carried out, in which the sugars of the grapes are transformed into alcohol, in this phase it is very important to control the temperature to avoid rapid fermentations that unbalance the quality of the wine.

Red wines must undergo a second fermentation called malolactic fermentation, in which the acidity of the wine is reduced and the flavors are refined.

Ageing is the step in which wines are placed in oak barrels for oxidation. This oxygen supply is combined with that of the wood itself, which also provides tannins and depending on the size of the pore and the toasting of the same, adds complexity to the wine and flavors and flavor notes that then become noticeable in the tasting.

While the wine rests in the barrel, the wine must be aerated in a process called racking, which consists of moving the wine from one barrel to another.

Before bottling the wine and in parallel with aging, it must be clarified, that is, cleaned so that it is not cloudy and to remove unwanted particles. In wines whose production has been carried out without aging, this will be done just after fermentation

After clarification and with a wine already stabilized, it is introduced into the bottles that will be stored in optimal conditions of humidity and lighting, where it will continue to evolve before being released to the market.



## Tasting and Pairing:

acatecan gastronomy is characterized by its great variety of flavors, predominating dishes derived from corn, chili, tomato, beans, <<quelites>>, turkey, honey or vegetable, which could be easily transported and stored for mining work, hence the predominance of empanadas, quesadillas, stuffed chiles, stews and pipianes, and for special occasions, the traditional wedding barbecue; with the arrival of the French in the mid-nineteenth century, ingredients such as dairy products, nuts, fruits and chocolate were incorporated, giving Zacatecan gastronomy a characteristic sweetness; finally, with the rise of cattle ranching during the <<Porfiriato>>, the use of meat in the kitchen increased, mostly roasted over charcoal or on the grill, while in the Revolution, fat beans began to be made with chili, lard and stewed beans.

Red wines are ideal to pair with roasts and marinades of red meats, <<pipianes>>, Zacatecan enchiladas, aged cheeses, goat cheeses, nuts and desserts based on bitter and semi-bitter chocolates.

For picadillo-based dishes, such as Zacatecan pacholes and stuffed chiles, fresh cheeses, white meat marinades, salads, marinated meat tacos, fruit salads, as well as sweet and sour dishes and desserts, rosé wines.

White wines, on the other hand, with cheeses, prickly pear, nuts, salads with fruits, white meat dishes with sweet and sour sauces, stuffed chiles, fish tacos and white meat marinades.

Flower and fruit liqueurs can be appetizers and digestives, as well as tasted with a wide variety of desserts.







# Cocktail Recipes

## ☞ Chestnut 5 Spices

Ingredients:  
1 1/2 oz Wine White Corn Chestnut  
1 oz de Vodka  
1/2 oz Orange Liqueur  
1/4 oz Hazelnut Syrup  
1/4 oz Raspberry Juice  
1/4 oz 5-Spice Syrup  
Lemon Juice Dash  
Orange Juice Dash  
Ice  
Garnish with grated cucumber and raspberries

## ☞ Zacabana

Ingredients:  
1 1/2 oz gin  
2 oz Red Corn Brut Chestnut wine  
1 oz Campari Strawberry  
1 oz de Vermouth  
1/2 oz Passion Fruit Juice  
Garnish with a sprig of mint and lemon grass peel

## ☞ Lemon Corn

Ingredients:  
1 1/2 oz Chestnut Red Corn Wine  
1 1/2 oz de Vodka  
1/2 oz Amaretto  
1/4 oz Agave Honey  
1/4 oz Cinnamon Liqueur  
1 Dash of Lemon Juice  
2 Oz de Lemon Grass  
Garnish with a cherry and peel of lemon grass

## ☞ Jamaican Mojito

Ingredients:  
Silver Cradle Jamaican Wine  
Ice  
Lemon  
Mint  
Mineral water  
Ginger Ale

## ☞ Silver Witch

Ingredients:  
Licor de Tamarindo Cuna de Plata  
Hielo  
Limón  
Agua mineral Mezcal

## ☞ Angel's Kiss

Ingredients:  
Licor de café Cuna de Plata  
Leche evaporada  
Hielo  
Canela



# Beer and Chocolate

## Introduction

Beer and chocolate have many points in common and, above all, together they can offer us a surprising and satisfying gastronomic experience.

## Manufacturing process:

Macerate cereals at temperatures between 66 and 71 degrees  
Cereal washing (sieving solids)  
Add aromatic and flavor (heat wort to boiling point) rest and add cocoa and cocoa nibs  
Fermentation, maturation period, bottling and natural carbonation

## Raw material:

- ☞ Malta chocolate
- ☞ Hops
- ☞ Water
- ☞ Cocoa

## Tasting and Pairing:

The best pairing is the one that makes you like it. However, our recommendation is to accompany your Xocolatl with the following options:

- ☞ Chocolate Sacher cake
- ☞ Dark chocolate truffle
- ☞ Coffee filled chocolate
- ☞ Chocolate-covered coffee garnos
- ☞ Grilled meats
- ☞ Pasta







# Mezcal

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## Introduction

Mezcal: sus. From the Nahuatl <<mexcalli>>, cooked maguey.

With deep historical roots, Zacatecan Mezcal has become a true treasure of the region, appreciated by the most demanding palates.

The mezcal industry began in the sixteenth century, but it was not until the Mexican Revolution that it had its first impulse. Since 1994, Mezcal has had a Denomination of Origin and to guarantee its authenticity, compliance with the Official Mexican Standard NOM-070-SCFI-2016 must be demonstrated. Alcoholic Beverages- Mezcal-Specifications.

Currently, the Mezcal Designation of Origin (DOM) includes the states of: Oaxaca, Guerrero, San Luis Potosí, Zacatecas and Durango, as well as 2 municipalities of Guanajuato, 11 of Tamaulipas, 29 of Michoacán and 116 from Puebla that were added after the latter states have demonstrated that they have a tradition in the production of mezcal.

In the Zacatecan entity there are 5 municipalities that are currently in charge of the planting of maguey and the production of mezcal: Pinos, Teúl de González Ortega, Juchipila, Jalpa and Trinidad García de la Cadena. Its authenticity and character have been the main reasons for its popularity. In 2019 alone, the tequila and mezcal industry became the second most important economic activity of all alcoholic beverages, according to data from the National Institute of Statistics and Geography (INEGI). One of the most outstanding aspects of this sector is that it makes use of a large proportion of national inputs, corresponding to 88%.

During 2021, mezcal was the fourth most requested Mexican product in the agri-food sector abroad, mainly in the United States, Spain and the United Kingdom, according to the Ministry of Agriculture and Rural Development (SADER). Its success can also be reflected in the increase in its production. According to figures from the Mezcal Regulatory Council (CRM), from 2011 to 2019, it went from 980,375 liters to 7,145,039 liters (an increase of 700%).





# Mezcal

## Introduction

<<Destiladora El Zacatecano>>, was founded in 1910 by Mr. Aurelio Lamas Correa in the community of Huitzila, Zac. In the magical town of Téul de González Ortega, a region where the Blue Agave Tequilana Weber grows. The company since its inception has maintained the traditions of its original founder, with unique products awarded both nationally and internationally.

<<El Zacatecano>>, as the first distillery in the state, began as a small family business, with an unwavering devotion to quality. The distillery, now more than 100 years old, continues to maintain the same quality and devotion in the production of its products.

We have more than 100 years of experience in the production of a drink of the highest quality, with the flavor and bouquet that the delicate palate of the good connoisseur demands.

## Raw material:

- ☞ Seven years of care and maturation have to pass so that our raw material, which is the Blue Agave Tequilana Weber, is in optimal conditions so that only the best can be selected and are part of the Mezcal El Zacatecano.
- ☞ The best temperature conditions for plant development are 15°C to 25 ° during the day and 10 to 15°C at night. Extreme temperatures of -3 °C and temperatures above 35 °C negatively affect plant development. Frost (-6.0°C) can be very harmful to the development of young plants, even killing adult plants of 5 to 6 years.
- ☞ Agave grows in places with an average temperature close to 20°C. Rainfall should be approximately one meter per year (one thousand millimeters). The best soils are loam and clay, permeable, abundant in elements derived from basalt, rich in iron. With respect to pH, it has been found that the tequila agave presents an elasticity of adaptation to this factor, developing in soils whose pH can vary from 6.0 to 8.5.
- ☞ Practically any topographic configuration is used for the establishment of the crop, so plantations can be seen on flat land, on gentle and even very steep slopes, on stony and/or rocky terrain.





## Manufacturing process:

### Cooking

Once the pineapples are harvested by means of the jima, they are transported from the fields to the factory, where they are processed and then under a rigorous quality control, the agave pineapples are cut into pieces and taken to the ovens where the cooking is carried out by steam for 8 hours. and let it rest for 12 hours.

### Grinding and Fermentation

Later the agave is unloaded to the mills. In this process, the honeys are extracted and pumped into large stainless steel vats, where fermentation takes place through a one hundred percent natural process that lasts approximately 72 hours.

### Distillation

Zacatecan Mezcal is made from a double distillation that is attached to the Official Mexican Standard NOM-Z53C. In distillation, first, "the heads" and "tails" are separated and discarded, the name given to poor quality alcohols and which are those that cause discomfort if ingested, leaving only the best with the highest quality.

### Rest

The mezcal obtained in the distillation goes to white oak barrels imported from Canada, where it rests for three or twelve months depending on the type of product, obtaining during this time its characteristic smell and pleasant flavor thanks to the wood of the barrel.

### Packaging

After resting, the Zacatecan Mezcal goes through the packaging, labeling and packaging process. A process that is carried out with the highest quality standards.







# Hidromiel

## Introduction

<<Hidromiel>> is a drink based on honey and water fermented by means of wine yeasts, its fermentation is perhaps one of the oldest, prior to wine and is the precursor of beer.

## Manufacturing process:

Mead is made by mixing honey in hot water to dilute the sugars, the must is cooled and yeast is added and left to ferment.

## Raw material:

- ☞ Honey
- ☞ Water
- ☞ Yeasts
- ☞ Spices
- ☞ Grains and fruits.

## Tasting and Pairing:

<<Hidromiel>> should be served at room temperature, and in the winter, warm with spices (and/or a piece of lemon or orange to break up the sweetness). Mead is a perfect drink to age, over time it gains flavor and deeper aroma. In the hot season it is advisable to drink it very cold.







## Traditional Drink Tours

### Vinícola Campo Real

www.vinostierraadentro.net  
reservacionescr@  
vinostierraadentro.net  
Teléfono: 492 124 6030  
Fb: Vinos Tierra Adentro  
In: vinostierraadentro

### López Rosso Cavas

www.lopezrossocavas.mx  
contacto@lopezrossocavas.  
mx  
Teléfono: 492 103 2973  
Fb: López Rosso Cavas  
In: lopezrossocavas

### Vinícola El Consuelo

www.vinicolaelconsuelo.  
com  
ventas.im@  
vinicolaelconsuelo.com  
Teléfono: 449 178 2525  
Fb: Vinícola El Consuelo  
In: vinicola\_elconsuelo

### Vinícola Luévano Ruíz

vinicolaluevanoruiz.com  
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vinicolaluevanoruiz.com  
Teléfono: 492 870 7954  
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### Bodega Castabana

bodegacastabana.com  
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In: bodegacastabana

### Cuna de Plata Vinos y Licores

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In: cunadeplata\_zac



## Events & Festivals

1 Festival del Vino y el Mezcal Zacatecano  
Easter

2 Fiestas de la Vendimia  
August's weekends





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