



# NOTISEM



## ABOUT THE TEQUILA INDUSTRY

**Tequila is essential in Mexico's offer in differentiated products to the international market.**

**Mexico's geographical characteristics allow the development of a very generous plant, the agave.**

- Tequila industry generates approximately 38,000 direct jobs and it is an element in national identity, as well as a touristic attraction.
- Tequila is the first Mexican product to obtain an Appellation of Origin.
- Tequila reaches over 100 countries, spanning over all continents.
- The tequila industry has accomplished remarkable progress. In 1995 there were 36 tequila producers (*casas tequileras*); Today there are 119. 20 years ago there were approximately 7,000 agave producers; currently there are nearly 17,500. Exports have nearly triplicated.
- Over 150 million liters of tequila were exported in 2013, thus resulting in the most fruitful year to date. This amount accounts for 2/3 of the total tequila production.
- Tequila is a touristic destination, due to the creation of the Tequila Route in the agave landscape (*Ruta del Tequila*), included as UNESCO's World Heritage Cultural Patrimony in 2006. In 2013 this destination in Jalisco welcomed 820,000 visitors, a four-fold increase in comparison to 2008.

## Key information...

Tequila is the first Mexican drink to receive an Appellation of Origin. It is currently protected in over 40 countries, facilitating other Mexican products to receive such designation.

# THE TEQUILA INDUSTRY

"WHEN TEQUILA IS SPOKEN OF IN ANY CORNER OF THE WORLD, UNQUESTIONABLY MEXICO IS ALSO SPOKEN OF. THIS DRINK IS THE REFLECTION OF THE RICHNESS OF OUR LAND AND OF THE QUALITY OF 100% MEXICAN PRODUCTS", ENRIQUE PEÑA NIETO, PRESIDENT OF MEXICO.

## What is the Appellation of Origin?

Appellation of Origin is the name of a geographic region of a country that serves to designate a product originating therein and whose quality or characteristics are due exclusively to the geographical environment, and the natural and human factors that comprise it. Tequila's Appellation of Origin is one of the cornerstone factors that have contributed to its international commercialization.

## What is the Tequila Regulatory Council?

The Tequila Regulatory Council (*Consejo Regulador del Tequila*) was created in 1994 by the industry, with the purpose of strengthening the prestige of the drink and regulate it, in compliance with the Appellation of Origin. It ensures that tequila is produced according to NOM-Tequila specifications, guaranteeing the authentic certification of their products. It has offices in Brussels, Madrid, Shanghai, and Washington, DC.

## How is the Mexican Government supporting tequila producers?

The Mexican Government, through the Secretariats of Economy (SE) and Agriculture, Livestock, Rural Development, Fisheries, and Food (SAGARPA), promotes close dialogue with tequila producers. The recent creation of the Integrated Information Service of the agave-tequila production chain (*Servicio Integral de Información de la cadena productiva agave-tequila*) is an action of utmost relevance. This mechanism seeks to reduce volatility in production and supply cycles, as well as their adverse effects of market prices.

## Which are the most important markets?

Given its dynamism and size, Asia is currently one of the most important markets for tequila. In compliance with a commitment with producers, the first China-bound tequila cargo was shipped in August 2013, totaling 70,000 bottles.

It is expected that within five years, 10 million liters of tequila will be exported to China. This way, the Chinese market will become the second most important market for tequila export, after North American.

## To know more...

<http://www.promexico.gob.mx/>

<http://www.crt.org.mx/>