

History

Agave's history and culture is deeply rooted in Mexico's heritage. Ancient Aztecs worshiped Mayahuel, the goddess of the Agave, and her husband Patecatl, the god of Pulque, a vitamin-rich beverage fermented from the sap of the Agave plant.

While the consumption of Pulque was typically reserved for religious ceremonies, the Agave plant was utilized for food, sugar, shoes, soap, building supplies and even medicine.

Most link the beginning of Agave distillation to the Spanish invasion in the early 1500s. When the Spanish conquistadors began to run low on their own brandy, they began to distill Agave, creating what we know today as Mezcal. In around 1600, the Marquis of Altamira began producing tequila at the first known factory in Jalisco, and in 1758, the Cuervo family became the first people to commercially distill tequila.

Denominations of Origin

Mexico is made up of 31 states, 26 of which have a rich history of distilling Agave. Mexico's Agave spirits are world renowned and protected by globally recognized appellations called Denominations of Origins or D.O.s. Mexico has 4 recognized D.O.s : Mezcal, Bacanora, Sotol and Mexico's most famous Agave-based drink, Tequila.

The Agave Plant

The Agave plant is native to the hot and arid regions of Mexico. The plant reproduces by growing a flowering stalk called a quioté. The center of the Agave plant, also known as the Piña, or heart, is the part used to make Agave spirits. The piñas can weigh anywhere from 80 to 300lbs.