

# CRT News

# Europe

Carrera de San Jerónimo46  
28014 Madrid España  
Tel: +34 913691959 Fax: +34 91 429 36 10 e-mail:  
[lydia.erna@crt.org.mx](mailto:lydia.erna@crt.org.mx)



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## Tequila's cocktails

The word cocktail has its origin in the English word "cocktail" that means rooster's tail.

The tequila cocktails development started when in the United States was prohibited to sell alcoholic drinks like whiskey, rum, tequila, brandy and vodka, this problem was caused because of the recession caused by the war.

Bartenders started to prepare drinks mixed with fruits, soda and with juices. This drinks started to be very popular among population, and this is how the cocktail started to be famous until today.



In today's world, the alcoholic beverages, consumed with moderation, are considered as a cultural expression and a social factor.

Tequila can be served in different ways, some bartenders hand it out in the traditional "caballito", and others prefer the "cognac glass" or also the Riedel glass.

The consumer can take straight Tequila simple or double, also mixed with "sangrita" and in its classical presentation with salt and lemon.

It can blend with natural water, soda or juice also we can find some people that like it with carbonated water or beer.

We can find "welcome" cocktails offered at many hotels.

There are different ways of asking for that last Tequila, after a good and abundant meal: Give me one for my way to other place (the last one), the one on the house (courtesy).

Most of the time, the costumers, know how they want their tequila, but there are some people that ask for suggestions to the bartender or to the waiter.

The forms to offer Tequila can be as follows:

- Category ( Tequila or Tequila 100 % of Agave)
- Type ( Tequila, silver, gold, aged, extra-aged )
- Region (Jalisco, 124 counties, Nayarit, 8, Guanajuato, 7, Tamaulipas, 11, Michoacán, 30 )

- Time ( appetizer or digestive )
- Taste (whit fruit, piece of candy, dry).
- Strength ( strong, soft )
- Trade mark

## The Sangrita

The Sangrita chaser, the most popular chaser for tequila in Mexico, was born in Chapala, Jalisco about sixty years ago.

It all started in a restaurant, owned by Mr. Edmundo Sanchez in the touristy area of Lake Chapala, located about 45 minutes from the city of Guadalajara. Besides their tasty Mexican food, Mr. Sanchez's restaurant was famous for its home made Tequila, produced by the family by cooking the agave in a traditional slow stone oven.

Because of the nature of their Tequila with its strong taste and smell, Mrs Sanchez would place a big plate with orange slices, salt and chili powder on every table.

People would eat this mixture when drinking their Tequila in order to ease the burning sensation of the spirit. As the restaurant became more and more famous,



the Sanchez family kept adding tables to the dining area so they could fit as many people as possible. The tables got a little smaller and, sometimes, the many plates from the delicious dishes would not leave any room for the extra plate of oranges.

To make things easier, Mrs. Sanchez decided to squeeze the oranges and season their juice with the salt and chili powder. The mix resulted in a red drink, attribute that gave it the name "Sangrita".

It was only after Mr. Sanchez's death that his wife and son industrialized the production of the Sangrita. Today, most Mexican restaurants serve Sangrita with Tequila. Although today, the recipe has evolved from the original because it has been left entirely up to the bartender's creativity.

The ensemble of Tequila, sangrita and limes evokes Mexico's most distinctive symbol: its flag. No matter how it's served, the limes, Tequila and sangrita are always presented following the order of the Mexican flag: green, white and red.

*Written by Brenda Martinez, at the CRT office in Washington*

**GREEN: LIME** - Hope and nature.

**WHITE: TEQUILA** - Pureness of the soul.

**RED: SANGRITA** - Blood of those who fought and died for Mexico's independence



### Tequila, Sal y Limón (Tequila, Salt and Lime)

This trend is as old as Tequila itself. The rudimentary procedure to extract the spirit of the agave used in the nineteenth century, resulted in a drink with a high alcoholic content and distillation by-products that made the drink very aggressive to the palate and throat. So, when drinking Tequila, people would wash it down with lime and salt to numb the palate and soften its taste.

In fact, when one places a pinch of salt in the mouth, the mouth produces more saliva and this helps decrease the burning sensation of Tequila. In turn, immediately after swallowed, the lime helps to alleviate the stinging sensation in the throat.



There is an anecdote that embodies the essence of this tradition. During the 1930's there was an influenza epidemic in northern Mexico. In Monterrey, Nuevo Leon, there was a doctor who used to drink Tequila, salt and lime daily and was able to fight against the disease and not get sick. He attributed his good health to his drinking habit. Based on his experience, he "prescribed" his patients a shot of tequila, salt and lime. Such a trend resulted in the decrease of new cases reported within this community. We leave it up to you to take or leave this doctor's original prescription.

*Written by Brenda Martinez, at the CRT office in Washington*

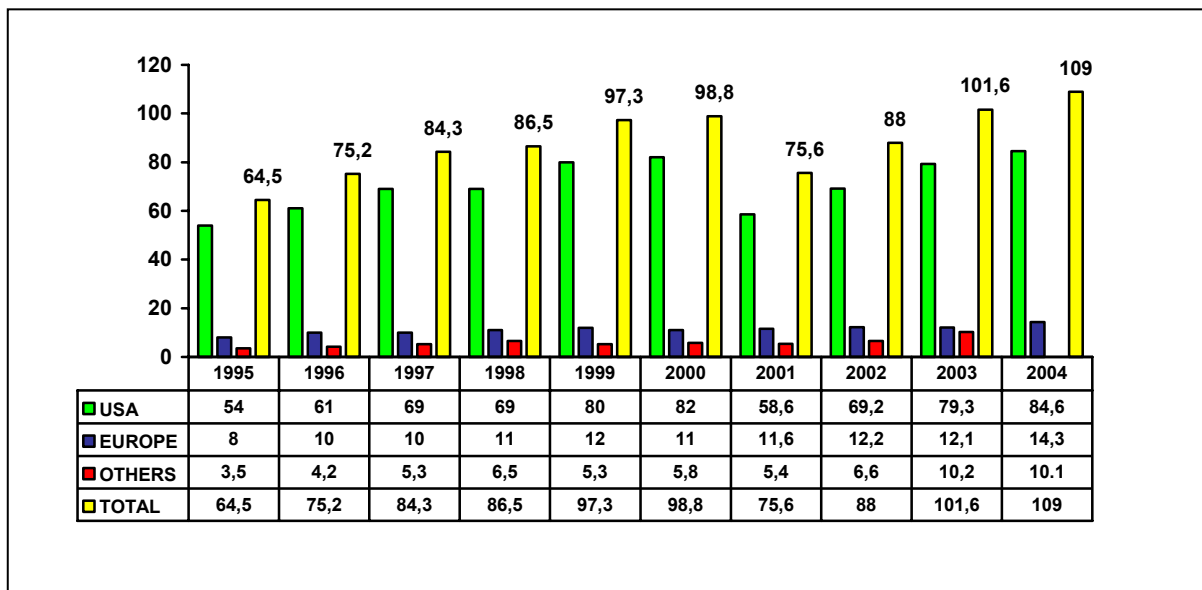
### La Margarita

The authentic cocktail Margarita contains three basic ingredients: tequila, triple sec or contreau and fresh lemon juice.

The bartenders have managed to create different options of this drink that includes tastes like: tamarind, jamaica, strawberry, mango, among others.



Exports by destination  
Volumes expressed at 40% Alc by. Vol. Millions of liters



#### Comparative 2003 Vs. 2004

USA: 6.55%  
 EUROPE 18.18%  
 OTHERS - 0.98%  
 Total: 7.28%