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MEXICO!
A “new” exciting wine country
1. **History** of Wine in Mexico
2. **Regions** of Importance
3. **Economics** of Mexico’s Wine Industry
4. **Mexican Wine** Tasting
5. **Future** of Mexico’s Wine Industry
HISTORY
Of Wine in Mexico
ACACHUL / THE PREHISPANIC WINE

Dates back to 1200 with a plant known as Acachul that grows a type of red berry.

It was mixed with other fruits and honey because of its acidity.
THE CONQUEST
The Hernan Cortes era
THE CONQUEST

In 1521 Hernan Cortes sets out to conquer Nueva España.

Spanish travelers & Missionaries brought first Spanish vines (Vitis Vinifera) and planted them in various regions of Mexico.
HERNAN CORTES, CAPITAN GENERAL DE NUEVA ESPAÑA

In 1524 the King Carlos I orders to grow 1,000 vines for every native.

Some plantations were established even in Huejotzingo = Mexico City.
HERNAN CORTES, NEW GOVERNOR

By 1554, the Nueva España is a formal wine producer colony with plantations in Queretaro, Guanajuato, San Luis Potosi, Zacatecas, Coahuila, Sonora and the California’s.
SPANISH INTERESTS WERE AFFECTED

In 1595 King Felipe Il prohibited further plantations and wine production in Mexico, with the exception of religious purposes.
DON LORENZO GARCIA

Mission Santa Maria de las Parras - Coahuila, had been established by Jesuists as a prominent region for vine growing.

Don Lorenzo Garcia, great visionary, reestablished peace with the natives and got hold of the winery.
DON LORENZO GARCIA

Don Lorenzo travels to Spain to convince King Felipe II, for an endowment of lands to keep producing wine and brandy for religious purposes.
OLDEST WINERY IN AMERICA

In August of 1597 the King grants Don Lorenzo, the rights of the land to produce wine for religious purposes. Hacienda San Lorenzo is born, today Casa Madero.
THE MISSIONARIES ERA

Fray Junipero Serra. The Father of Mexican Viticulture

Spread plantations to the north pacific. This included California, which was part of Mexican Territory.

Discovered Monterrey, San Diego, San Antonio, San Francisco…
MEXICAN INDEPENDENCE & CRISIS

In 1810 Mexican Independence begins and wine production comes to a halt.

In 1822, Agustin de Iturbide, first Mexican Emperor & Libertador, protects and stimulates wine production by increasing taxes of imports.
1843 – The *School of Agriculture* is born (specialized in the cultivating vineyards)

1860 – “Sangre de Cristo” wine is made by La Fronteriza winery, today *Bodegas Ferriño*.

1888 – Bodegas de *Santo Tomás* is born

1900 – *Filoxera* attacks the Mexican vineyards

1906 – *100 Russian families* established in the Valle de Guadalupe in Baja California.

1910 – Mexican Revolution

1920 – Grape production resurges after the Mexican Revolution

1928 - Bodega *L.A. Cetto* is born

1948 - The *Asociación Nacional de Vitivinicultores* is born, today Consejo Mexicano Vitivinícola
REGIONS

Of importance
MEXICO

8 wine regions:

Ensenada, Baja California
Coahuila
Guanajuato
Queretaro
Zacatecas
Aguascalientes
Sonora
Chihuahua
BAJA CALIFORNIA

“BAJA”

The most relevant wine region in Mexico, surrounding the City of Ensenada.

80%

Perpendicular to the Pacific. Alaska current.

Mediterranean climate
BAJA CALIFORNIA

Major grape growing sites:

Valle de Guadalupe
Valle de Calafia
Valle de Santo Tomás
Valle de San Vicente
Valle de San Antonio de las Minas
Valle de Ojos Negros
BAJA CALIFORNIA

Santo Tomás  Chatou Camou
El Cielo     Bodegas San Antonio
Hacienda La Lomita LA Cetto
Vinos Garza  Casa Bibayoff
Cavas Valmar Casa de Piedra
Pedro Domecq  Monte Xanic
Casa de Piedra Mogor Badan
Viña Liceaga  Bodegas Valle de Guadalupe
LA Cetto     Chateau Camou.
              Henri Lurton
COAHUILA

Major Region
Parras

Semi desert
1500 mts

Major Wineries
Casa Madero
Rivero Gonzalez
Don Leo
Ferriño
GUANAJUATO

Major Region
Dolores Hidalgo
San Luis de Paz

Semi desert
2000+ mts
Sandy soil

Major Wineries
Cuna de Tierra
Caminos D’vinos
# GRAPE VARIETALS

**White:**
- Chardonnay
- Chenin Blanc
- Sauvignon Blanc
- Moscatel
- Semillon
- Colombard

**Red:**
- Nebbiolo
- Cabernet Sauvignon
- Merlot
- Syrah
- Tempranillo

**Red:**
- Garnacha
- Cabernet Franc
- Petit Syrah
- Rubi Cabernet
- Barbera
3

ECONOMICS

of Mexico's Wine Industry
Total Vineyard Area

4 thousand hectares
Established wineries

200 wineries
International Awards & Medals

+1,000 awards
Domestic wine labels

+1,000
labels
Annual consumption
250% growth in 8 years

620 ml. per capita
Core market

2.5 M real consumers
8 M potential mkt
Total wine **Consumption** in Mexico

62 million lts.
Wine imports

Main sources: Spain, Chile, Argentina, France

70% imports
Production of Mexican wine

19.5 million liters

25 M bottles / 750 ml.
2 M cases / 12
Total wine consumption in USD

550 million USD

Market Share of Mexican wine in USD

172 million USD
Average value per bottle

U$ 7
bottle
Taxation

+40% tax
Annual market growth

11%
MEXICAN WINE
Tasting
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Monte Xanic
Bodega Vinícola
Monte Xanic
Viña Kristel Sauvignon Blanc 2015

**Location**  
Valle de Guadalupe, Ensenada-Baja California

**Est.**  
1987

**# Hectares**  
100 (80 Valle de Guadalupe, 20 Ojos Negros)

**Production**  
50,000 cases

**100% Sauvignon Blanc**

13.5 alc. Vol  
No malolactic  
No oak  
100% inox  
Fresh, vibrant, tropical and citrusy  
Medium acidity, medium high alcohol, crisp and easy to drink
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Casa Madero
Casa Grande Chardonnay 2015

Location: Valle de Parras, Coahuila (North of Mexico, borders with Texas)

- Est.: 1597
- # Hectares: 350
- Production: 160,000 cases

100% Chardonnay

- Cold Fermentation - inox
- 6 months in French and American new oak barrels
- Fresh and fruity with a hint of oak. Citrus and gunflint.
- Medium acidity, medium high alcohol, complex
Santo Tomas
Unico 2009

Location                Valle de Guadalupe, & Valle de San Vicente, Baja California
Est.                    1888
# Hectares              500
Production              150,000 cases

Cabernet Sauvignon 65% / Merlot 35%
14 alc. Vol.
Each varietal aged for 18 months in French new oak + 6 months blended
12 months of bottle aging.
Blackcurrant, tobacco and spicy toasty notes with hints of tar, leather and menthol.
Medium high acidity, medium alcohol, round tannins
3. MEXICAN WINE TASTING

Viñas de Garza
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Viñas de Garza
Amado IV  2010

Location  Valle de Guadalupe, Baja California
Est.  2003
# Hectares  14
Production  5,000 cases

Cabernet Sauvignon, Merlot, Tempranillo, Zinfandel
13.5 alc. Vol.
Plums, dried cherries, tobacco with spicy peppery notes
Medium high alcohol, medium acidity, round medium tannins
3. MEXICAN WINE TASTING

SWE-40th Annual Conference, Washington, DC.
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Hacienda La Lomita
Singular 2012

Location  Valle de Guadalupe, Baja California
Est.  2009
# Hectares  21
Production  7,500 cases

Merlot 100% (every year Singular reflects the “best kid on the block”)
14.5 alc. Vol.
Manual harvest, grape selection.
Fermentation in American oak vats
Aging: 12 months of French new oak
Sweet ripe and dried fruit, raisins, nuts, cosmetic and cedar with coconut background.
Medium high alcohol, medium acidity, round soft tannins
3. MEXICAN WINE TASTING

SWE-40th Annual Conference, Washington, DC.
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Cuna de Tierra
Pago de Vega 2012

Location: Dolores Hildalgo, Guanajuato
Est.: 2005
# Hectares: 29
Production: 20,000 cases

Cabernet Sauvignon 80%, Cabernet Franc 15%, Merlot 5%
13.5 alc. vol.
Aging: 12 months in French – American and Hungarian new oak.
Tobacco and black fruit, pronounced sweet spice and toasty aromas, vanilla powdered sugar.
Medium alcohol, medium high acidity, medium tannins
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3. MEXICAN WINE TASTING

El Cielo
VALLE DE GUADALUPE

SWE-40th Annual Conference, Washington, DC.
El Cielo
Perseus  2012

Location    Valle de Guadalupe, Baja California
Est.        2013
# Hectares   29
Production  20,000 cases

Nebbiolo 70% Sangiovese 30%
13.8 %
24 months French new oak
Black fruit, tobacco, tar, leather and lavender with a heavy toasty background. Medium high alcohol, high acidity, big tannins
3. MEXICAN WINE TASTING

SWE-40th Annual Conference, Washington, DC.
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Durand Viticultura
**Icaro** 2012

**Location**  
Valles of Baja California  
Est. 2005  
# hectares 7  
Production 1,300 cases

**Nebbiolo, Cabernet Sauvignon, Merlot**  
13.5 alc. Vol.  
Profound and powerful, black ripe fruit, tar, flowers and spices, toasty, coffee, cocoa  
High alcohol, medium acidity, high dry tannins
FUTURE
Of Mexico's Wine Industry
Developing future wine enthusiasts

10 MILLION CASES
17,000 VINEYARDS
$500 M USD INVESTMENT
8,000 JOBS
TEX REDUCTION
Fiestas de la Vendimia at Ensenada

- wineries
- top restaurants & chefs
- +40 Social events & concerts
- $100 dls average ticket.
- +55,000 attendants
Foreign Visitors – **Strategic location**

Baja shares the economic benefit of the border Tijuana - San Diego

Great alternative for San Diego and Los Angeles residents.
Emerging gastronomic movement

Mexico is now positioned as a top gastronomic destination, due also to enotourism.
Thank you!
For this great experience
Sandra Fernandez
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