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Certified Sommelier CSW/CWE/CSS Consultant - **Mexico**



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

1

HISTORY

Of Wine in **Mexico**



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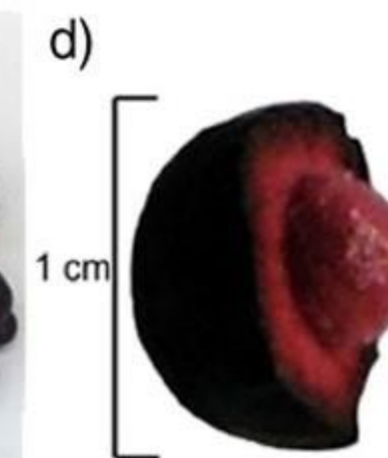
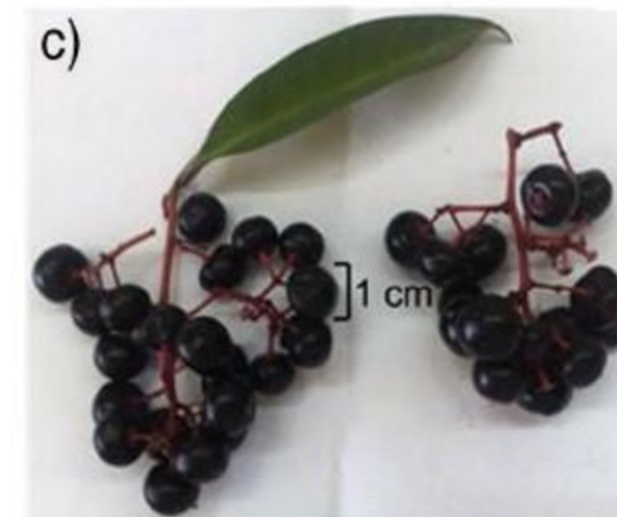
1. HISTORY of Wine in Mexico

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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



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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.





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1. HISTORY of Wine in Mexico

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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.





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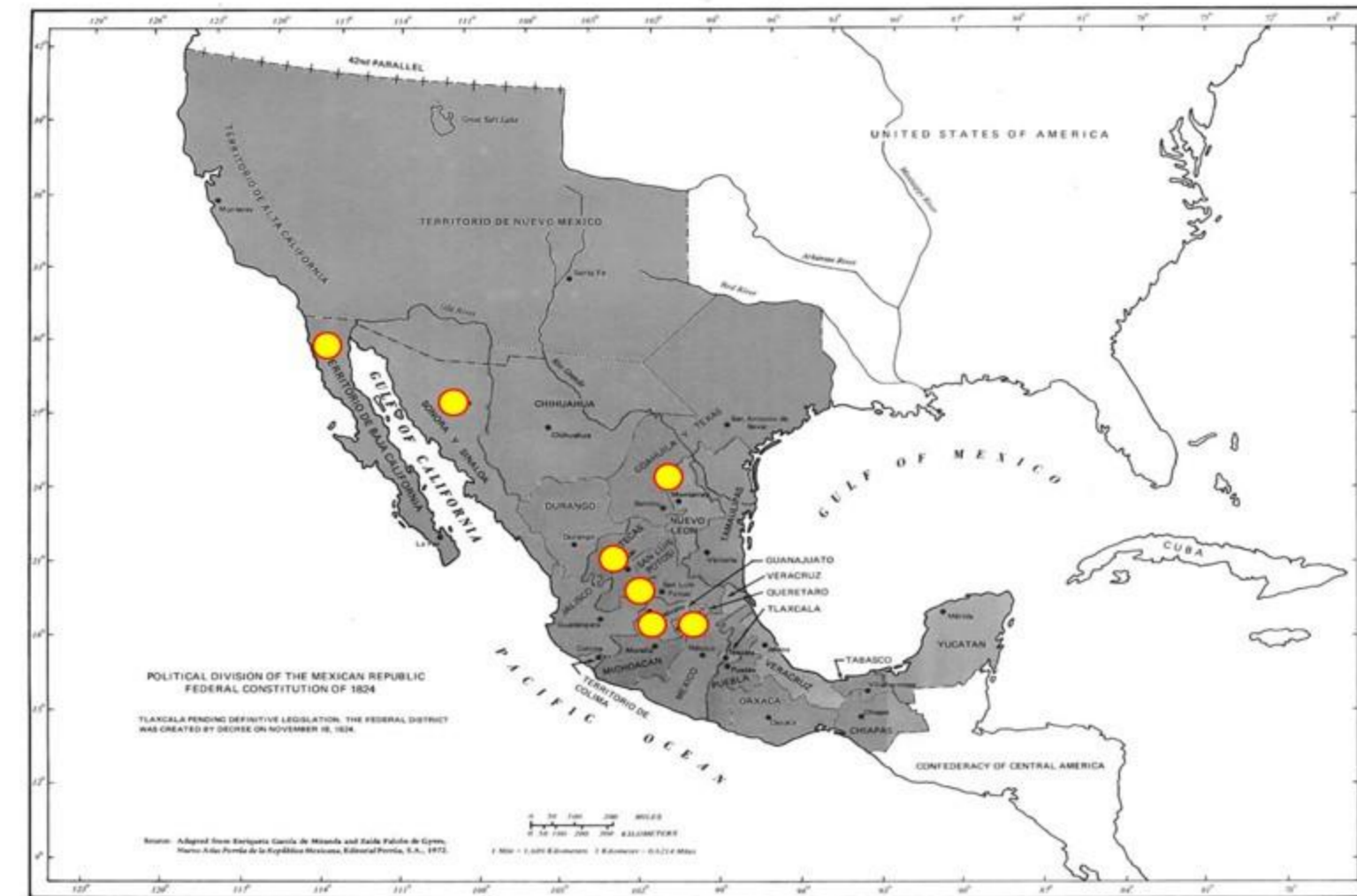
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HERNAN CORTES, NEW GOVERNOR

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**.



28



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1. HISTORY of Wine in Mexico

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SPANISH INTERESTS WERE AFFECTED

In 1595 King Felipe II **prohibited further plantations** and wine production in Mexico, with the exception of religious purposes.





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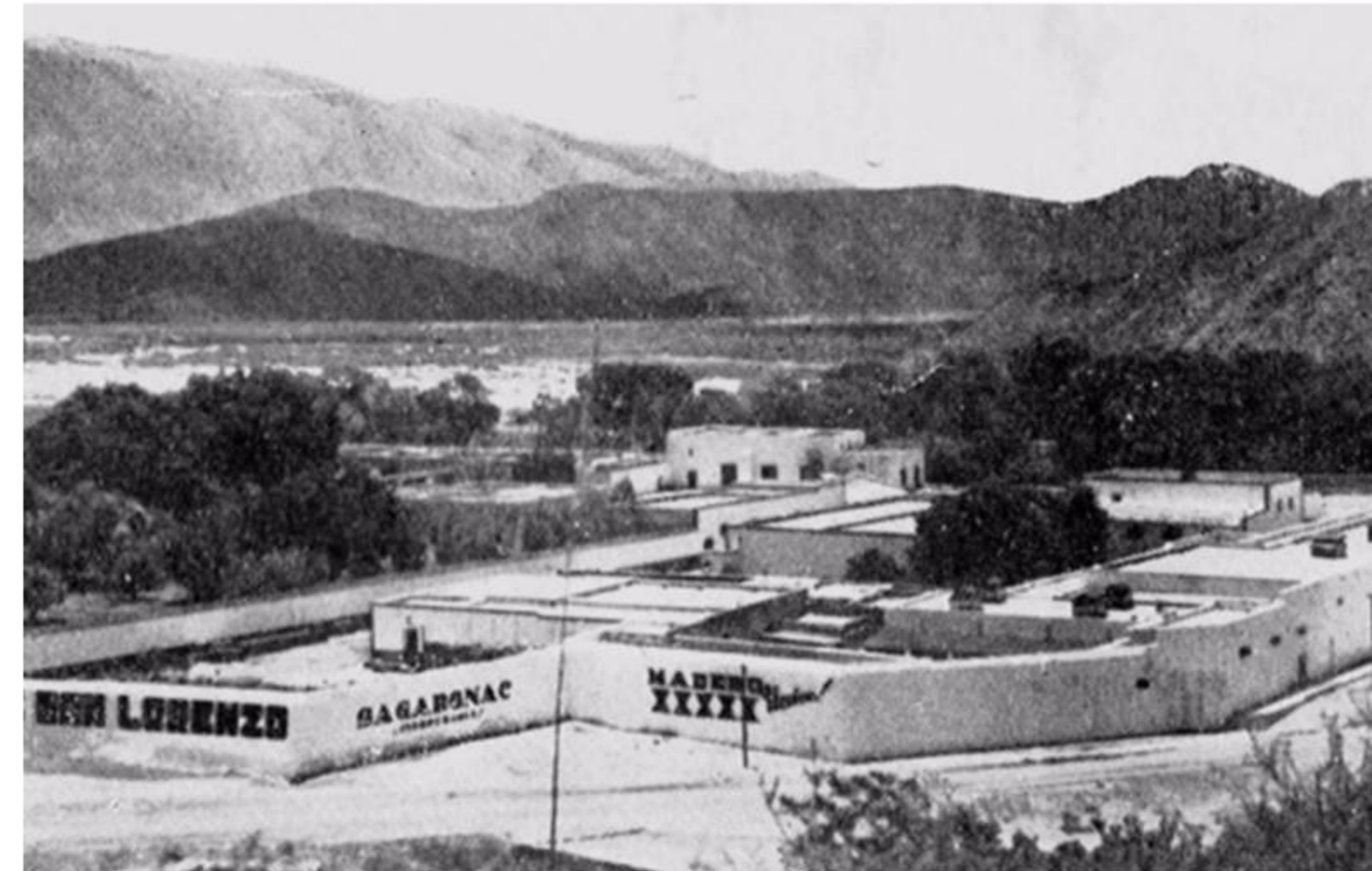
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DON LORENZO GARCIA

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.





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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.





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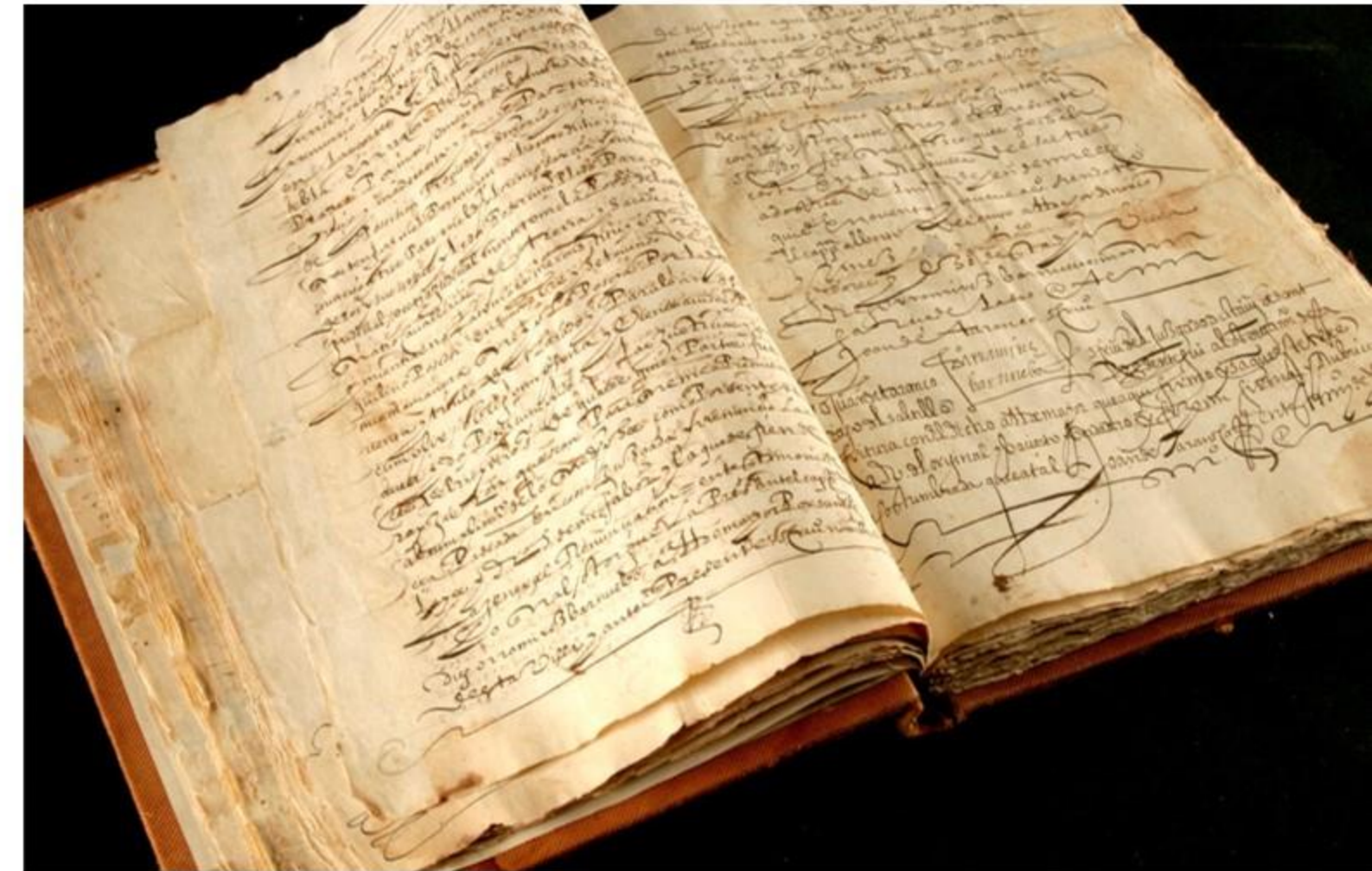
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OLDEST WINERY IN AMERICA

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**.





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1. HISTORY of Wine in Mexico

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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...





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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.





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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

2

REGIONS

Of importance



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2. REGIONS of Importance

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8 wine regions:

Ensenada, Baja California

Coahuila

Guanajuato

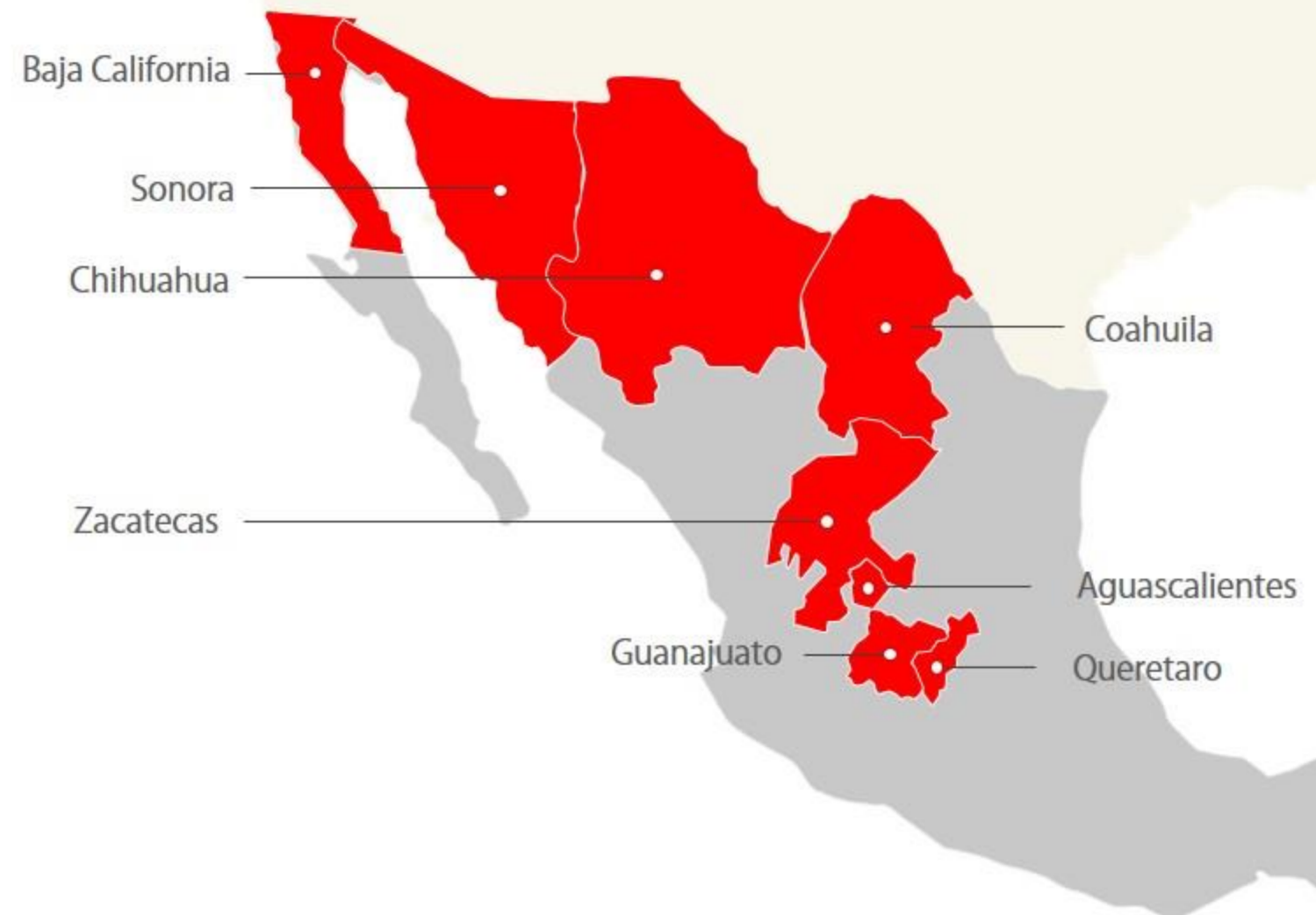
Queretaro

Zacatecas

Aguascalientes

Sonora

Chihuahua





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2. REGIONS of Importance

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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





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2. REGIONS of Importance

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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





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2. REGIONS of Importance

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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

Baja California





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2. REGIONS of Importance

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COAHUILA

Major Region

Parras

Semi desert

1500 mts

Major Wineries

Casa Madero

Rivero Gonzalez

Don Leo

Ferriño





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2. REGIONS of Importance

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GUANAJUATO

Major Region

Dolores Hidalgo

San Luis de Paz

Semi desert

2000+ mts

Sandy soil

Major Wineries

Cuna de Tierra

Camino de los vinos

Guanajuato





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2. REGIONS of importance

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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



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3. ECONOMICS of the Mexican Wine Industry

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Total Vineyard **Area**

4
thousand
hectares



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Established **wineries**

200
wineries



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International **Awards & Medals**

+1,000
awards



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Domestic wine **labels**

+1,000
labels



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Annual **consumption**

250 % growth in 8 years

620 ml.
per capita



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Core market

2.5 M
real consumers

8 M
potential mkt



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Total wine **Consumption** in Mexico

62
million lts.



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Wine imports

Main sources:
Spain, Chile, Argentina, France

70%
imports



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Production of Mexican wine

19.5
million liters

25 M bottles / 750 ml.
2 M cases / 12



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Total **wine consumption in USD**

550
million usd

Market Share of **Mexican wine in USD**

172
million usd



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Average **value per bottle**

US\$ 7
bottle



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Taxation

+40%
tax



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Annual **market growth**

11%

4

MEXICAN WINE

Tasting



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MONTE XANIC

BODEGA VINÍCOLA



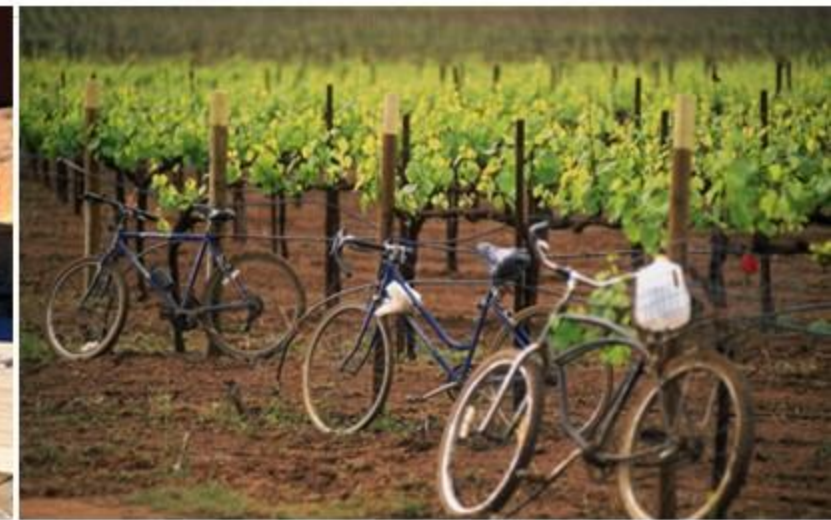
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MONTE XANIC

BODEGA VINÍCOLA





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MONTE XANIC
BODEGA VINÍCOLA

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Monte Xanic





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MONTE XANIC
BODEGA VINÍCOLA

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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





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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

13.8 alc. Vol.

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



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Bodegas de
SANTO TOMÁS^{M.R.}
Desde 1888



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Bodegas de
SANTO TOMAS
Desde 1888





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SANTO TOMAS
Desde 1888

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Santo Tomas





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Bodegas de
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Desde 1888

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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



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Viñas de Garza



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Viñas de Garza





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Viñas de Garza

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Viñas de Garza





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Viñas de Garza

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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



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3. MEXICAN WINE TASTING

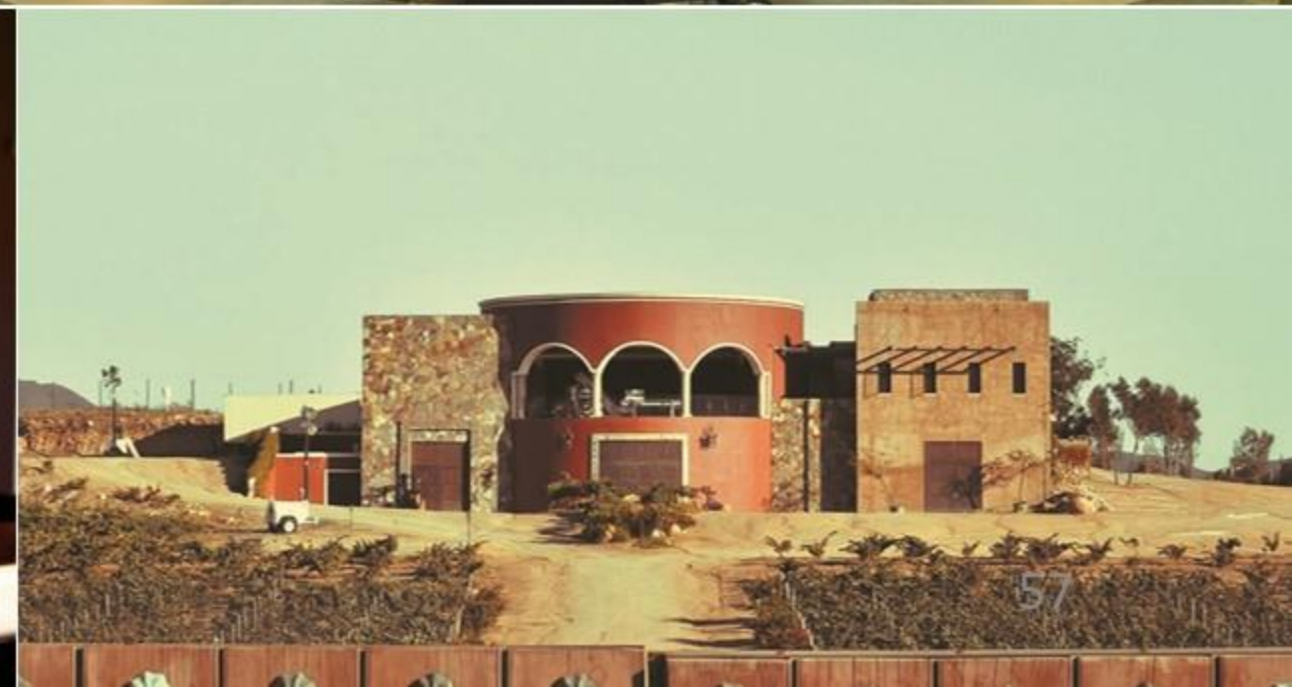
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Hacienda La Lomita





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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



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CUNA DE TIERRA

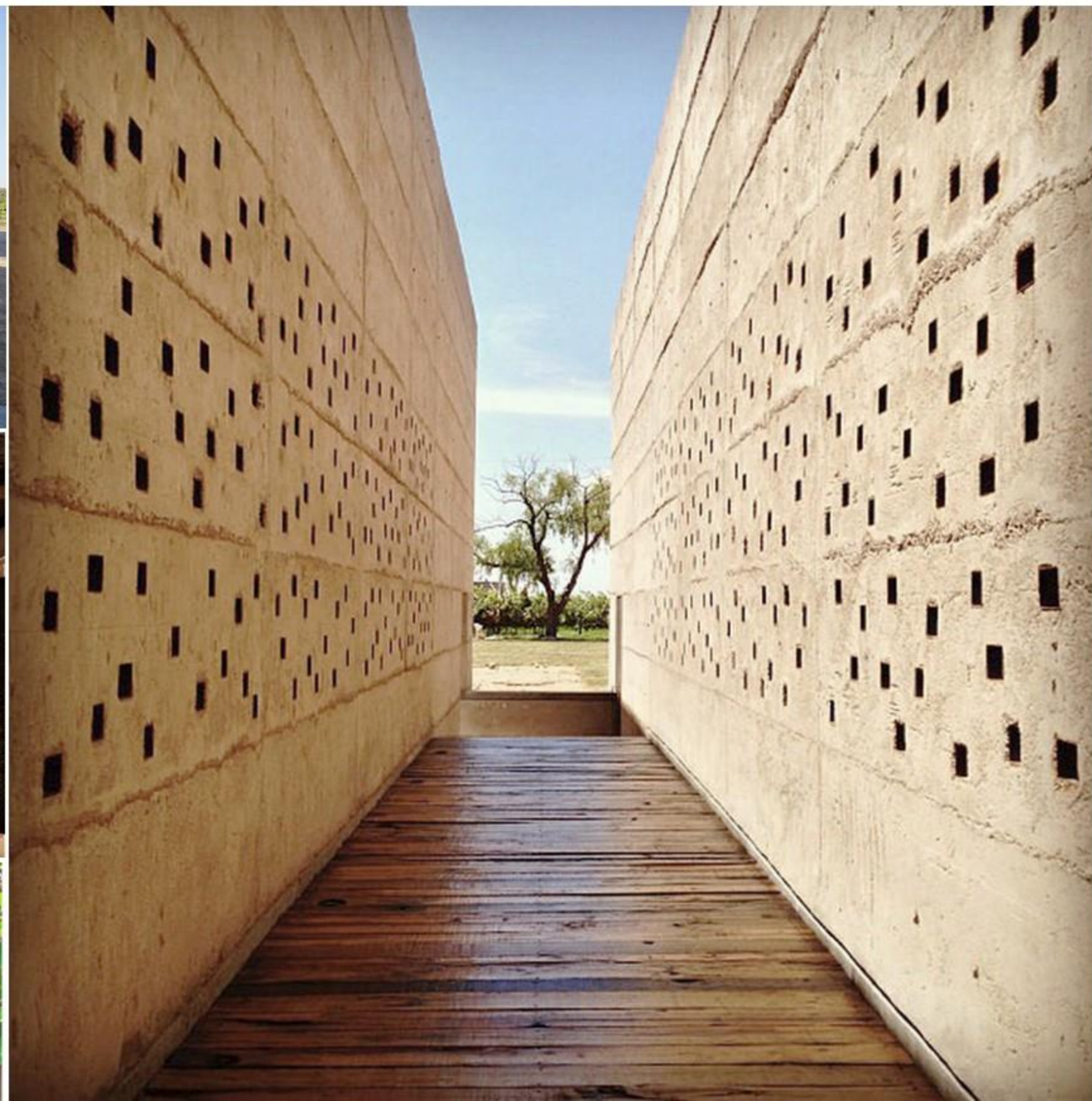


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CUNA DE TIERRA





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CUNA DE TIERRA

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Cuna de Tierra





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Pago de Vega 2012

Location **Dolores Hidalgo 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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El Cielo





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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



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3. MEXICAN WINE TASTING

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DURAND



VITICULTURA



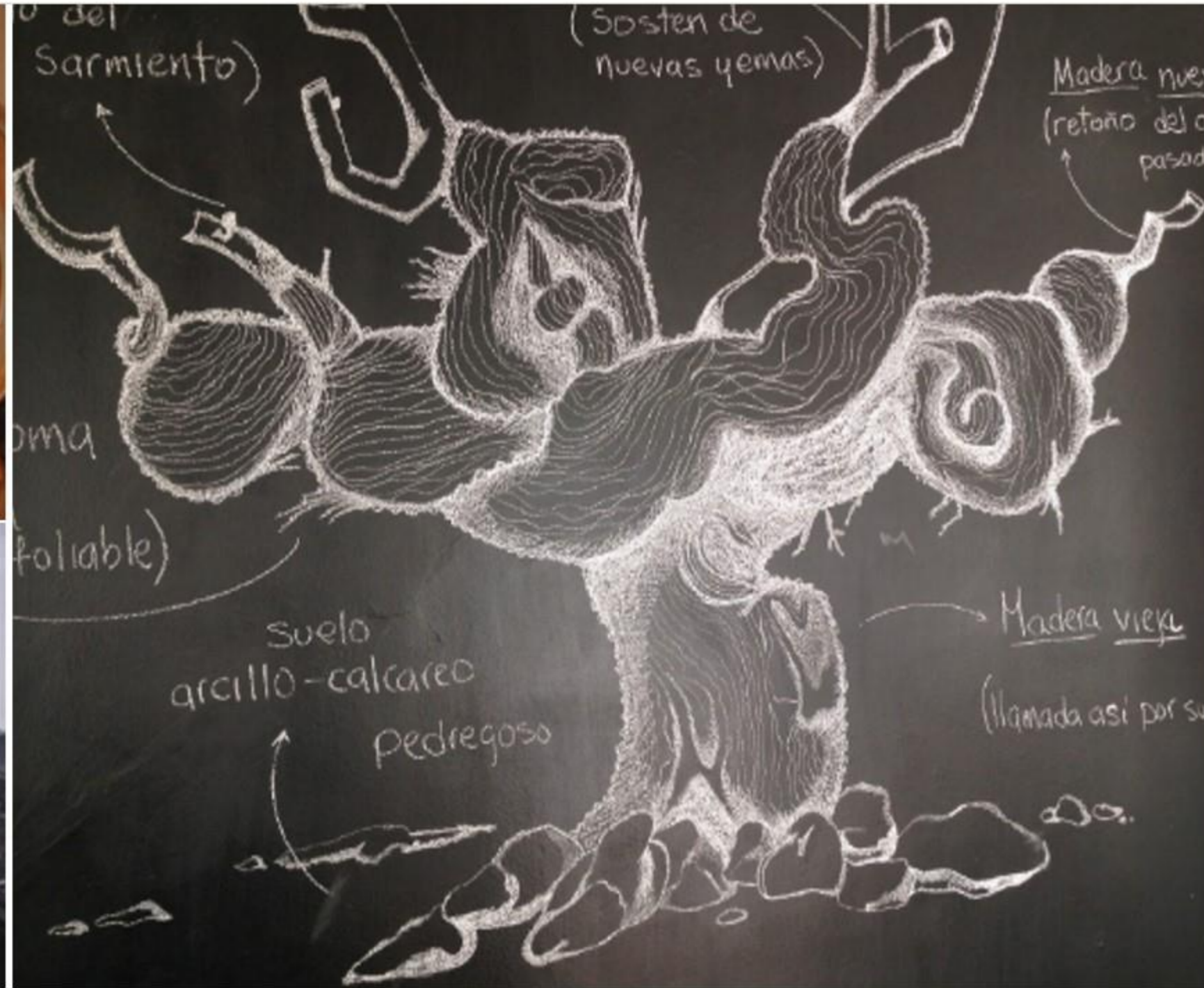
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DURAND



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Durand Viticultura





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DURAND



VITICULTURA

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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

5

FUTURE

Of Mexico's Wine Industry



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5. FUTURE of Mexico's Wine Country

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Developing future wine enthusiasts

10 MILLION CASES

17,000 VINEYARDS

\$500 M USD INVESTMENT

8,000 JOBS

TEX REDUCTION





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5. FUTURE of Mexico's Wine Country

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Fiestas de la Vendimia at Ensenada

wineries

top restaurants & chefs

+40 Social events & concerts

\$100 dls average ticket.

+55,000 attendants





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5. FUTURE of Mexico's Wine Country

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Foreign Visitors – Strategic location

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

Great alternative for San Diego and Los Angeles residents.





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5. FUTURE of Mexico's Wine Country

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Emerging **gastronomic** movement

Mexico is now positioned as a top **gastronomic destination**, due also to enoturism.





Thank you!

For this great **experience**

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Bodegas de
SANTO TOMÁS
Desde 1888





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