

<https://doi.org/10.23913/ricea.v10i19.159>

*Artículos Científicos*

## **El tequila para consumo nacional como una ventana de oportunidades para el pequeño productor agavero**

***Tequila for national consumption as a window of opportunity for the small agavero producer***

***Tequila para consumo nacional como janelas de oportunidade para o pequeno produtor de agavero***

**Guillermo José Navarro del Toro**

Universidad de Guadalajara, Centro Universitario de los Altos, México

[guillermo.ndeltoro@gmail.com](mailto:guillermo.ndeltoro@gmail.com)

[guillermo.ndeltoro@academicos.udg.mx](mailto:guillermo.ndeltoro@academicos.udg.mx)

<https://orcid.org/0000-0002-4316-879X>

### **Resumen**

El objetivo de la presente investigación fue determinar el grado de conocimiento que los pobladores de la Zona Metropolitana de Guadalajara (integrada por los municipios Guadalajara, Tlajomulco de Zúñiga, Tlaquepaque, Zapopan y Tonalá) tenían en cuanto al tequila y a las marcas producidas en los Altos de Jalisco. Para ello, se diseñó una encuesta conformada por cinco preguntas, la cual fue aplicada en la plaza central, centro o zócalo de cada municipio. Los resultados demuestran que las grandes marcas al ser adquiridas por compañías internacionales, enfocaron su atención a la captura del consumidor en los mercados internacionales, ya que los precios que tienen los mismos productos que exportan ha quedado fuera del alcance del bolsillo de aquellos que gustan de esa bebida, por lo que se podría considerar que las grandes marcas, han dejando un poco atrás el mercado nacional por supuesto no lo abandonaron del todo, pero dejó de ser su principal objetivo. Por tanto, se puede concluir que el mercado nacional es la ventana de oportunidad de conjuntar a los pequeños y aún desconocidos productores para trabajando conjuntamente y de forma



agrupada, sean capaces de estandarizar una serie de productos que siendo de la misma calidad y mismos envases, puedan llegar a cubrir el mercado nacional, y tal vez, en el futuro, llegar a ser una gran compañía distribuida a lo largo del territorio y comenzar el proceso de exportación solo con capital nacional.

**Palabras clave:** agave, consejo regulador del tequila, exportación, marcas, tequila.

### **Abstract**

The objective of this research was to determine the degree of knowledge that the inhabitants of the Guadalajara Metropolitan Area (made up of the municipalities Guadalajara, Tlajomulco de Zúñiga, Tlaquepaque, Zapopan and Tonalá) had regarding tequila and the brands produced in Los Altos of Jalisco. For this, a survey consisting of five questions was designed, which was applied in the central square, center or zócalo of each municipality. The results show that the big brands, when acquired by international companies, focused their attention on capturing the consumer in international markets, since the prices of the same products that they export have been out of the pocket of those who like That drink, so it could be considered that the big brands, have left the national market a little behind, of course they did not abandon it completely, but it stopped being their main objective. Therefore, it can be concluded that the national market is the window of opportunity to join the small and still unknown producers to work together and in a grouped way, they are able to standardize a series of products that being of the same quality and same packaging, they can cover the national market, and perhaps, in the future, become a large company distributed throughout the territory and begin the export process only with national capital.

**Keywords:** *agave, tequila regulatory council, exportation, brands, tequila.*

## Resumo

O objetivo desta pesquisa foi determinar o grau de conhecimento que os habitantes da Região Metropolitana de Guadalajara (composta pelos municípios Guadalajara, Tlajomulco de Zúñiga, Tlaquepaque, Zapopan e Tonalá) tinham sobre a tequila e as marcas produzidas em Los Altos. Jalisco. Para isso, foi elaborado um questionário composto por cinco questões, que foi aplicado na praça central, centro ou zócalo de cada município. Os resultados mostram que as grandes marcas, quando adquiridas por empresas internacionais, focaram sua atenção na captação do consumidor nos mercados internacionais, já que os preços dos mesmos produtos que exportam têm saído do bolso de quem gosta dessa bebida, então pode-se considerar que as grandes marcas, deixaram o mercado nacional um pouco para trás, claro que não o abandonaram por completo, mas deixou de ser o seu principal objetivo. Portanto, pode-se concluir que o mercado nacional é a janela de oportunidade para unir os pequenos e ainda desconhecidos produtores para trabalharem juntos e de forma agrupada, sendo capazes de padronizar uma série de produtos que sejam da mesma qualidade e mesmas embalagens, podem cobrir o mercado nacional, e talvez, no futuro, se tornar uma grande empresa distribuída por todo o território e iniciar o processo de exportação apenas com capital nacional.

**Palavras-chave:** agave, conselho regulador da tequila, exportação, marcas, tequila.

**Fecha Recepción:** Junio 2020

**Fecha Aceptación:** Diciembre 2020

---

## Introduction

Almost all Mexicans have heard the word tequila at least once in their life. Some relate it only to alcoholic beverages, others to the population that is located in the Altos de Jalisco region and that bears that name; However, it is incredible that around the world more and more people know this word and associate it with a high quality alcoholic drink. Abroad they may ignore that their name was adopted from a town, but they identify it with quality and Mexico.

In fact, this drink has become so widely consumed that some investors have driven the growth of tequila companies, which has benefited the populations of the state of Jalisco, which receive the benefits of the direct and indirect jobs that this product generates. In

addition, due to the exceptional increase in exports that it has had in the last 10 years, it is now common in many countries for tequila to be offered at meetings or purchased directly in importing liquor stores, as well as in restaurants and bars. This is due to the marketing strategies used to publicize the quality of the different presentations of tequila, which has become a significant contribution to Mexico's gross domestic product.

The expansion and growth that the acceptance of tequila has had in the world is a window of opportunities for small producers (who are not part of the large consortiums) to establish a collaborative system of production and distribution of their own products for the market internal.

### **Theoretical framework**

Tequila is a traditional Mexican drink that, together with mariachi and charrería, become par excellence the representative symbol of Mexico in the world. Its origin combines European preparation techniques with American endemic plants. Over the years, the number of tequila companies has grown significantly to exceed 1,400, although it is worth noting that they must be located only in one of the 181 municipalities where they have the proper accreditation to produce it and to give it that name. that is, Jalisco (125), Michoacán (30), Tamaulipas (11), Nayarit (8) and Guanajuato (7) (Cadeño, 2018).

Unfortunately, only a few tequila companies have the capacity to successfully export it (Carrillo, Pérez and Romero, 2010). To obtain this quality, the tequila companies are organized by the Tequila Regulatory Council (CRT), a body that is dedicated to verifying and certifying compliance with the Official Mexican Standard (NOM) for tequila, as well as promoting quality, culture and the prestige of the national drink, for which the NOM-006-SCFI-2012 was assigned to establish its manufacturing conditions. In fact, when the previous requirement is fulfilled, it is considered as a product with a quality guarantee, which can be defined as follows in accordance with the CRT:

“Regional alcoholic beverage obtained by distillation of musts, prepared directly and originally from the extracted material, in the facilities of the factory of an Authorized Producer which must be located in the territory included in the Declaration, derived from the heads of Agave tequilana weber variety blue , previously or later hydrolyzed or cooked, and subjected to alcoholic fermentation with

yeasts, cultivated or not, the musts being susceptible to being enriched and mixed together in the formulation with other sugars up to a proportion not greater than 49% of total reducing sugars expressed in units of mass, in the terms established by this NOM and in the understanding that cold mixing is not allowed. Tequila is a liquid that, according to its class, is colorless or colored when it is matured or when it is doused without maturing.” (NOM-006-SCFI-2012).

Its history begins four centuries ago and takes its name from the town of Santiago de Tequila, located in the Altos de Jalisco region, characterized by its reddish soil (Munguía, 1984). Over time, tequila has had different opportunities compared to alcoholic beverages made in other countries, and over time it became a strategic industry with a high impact on the economic development of the Highlands of Jalisco, where it employs almost 70,000 people and contributes 4,200 million pesos a year in fiscal resources through the Special Tax on Production and Services (IEPS); In addition, it generates foreign exchange for 1.3 billion dollars through its exports (Romo, 2018).

## Developing

The appellation of origin is an instrument, framed in industrial property law, that protects food products and beverages by referring to their place of origin that gives them characteristics in the market that represent a specific quality guarantee (Silverio, 2018).

Tequila is the result of distilling (European technique) the fermented must obtained from the heart of the (American) plant known as blue agave, similar to a gigantic pineapple, which is known by the name mezcal, which in Nahuatl means 'the house of Moon'. There are 200 different types of agaves, which is why in different places you can obtain spirits similar to tequila, which are called mezcal. These take the surname of the town where they are born, hence the existence of mezcal from Oaxaca, Cotija, Quitupán, Tonaya, Tuxcacuesco, Apulco, etc., although the most famous is that of Tequila, which was born during the colonial era in the town of Santiago de Tequila, founded on April 15, 1530. There, in 1600, D. Pedro Sánchez de Tagle, Marquis of Altamira, founded the first tequila-producing factory, which introduced the cultivation and distillation of mezcal, which gave its name to the town that is located 58 kilometers from Guadalajara on the way to the port of San Blas in Nayarit, on the

Pacific coast. This territory belonged to the Tequila District of the Audience of Nueva Galicia. The blue agave grows very well in it. In fact, nowadays small and large factories of the famous liquor stand, which before the advertising simplification was known as mezcal de Tequila wine (Jiménez, 2009).

We must not overlook the fact that the maguey plant has always been the basis for producing tequila, which is of great importance for the daily life of its inhabitants, as its leaves are used to build roofs, make needles, punches, pins and nails, making rope, making paper and certain containers. In addition, its dry leaves are used as fuel, its ashes were used as soap, bleach or detergent, and its sap was used to heal wounds.

### **The historical participation of tequila**

When Independence was consummated in 1821, Spanish wines and spirits had difficulty reaching Mexico, which gave the tequila companies the opportunity to increase their sales in Guadalajara, in the center of the country and in Mexico City. Seeking to expand its markets, it took advantage of its proximity to the port of San Blas (204 km by the current highway) and the gold rush in California in 1849, since the distance between San Blas, Nayarit and San Francisco, CA (2478 km by sea), compared with the distance from New York to San Francisco, CA, it would be less than half (currently by land it is 4700 km), and taking into consideration that it was the territory annexed to the United States in 1848 and was populated by a large number of people of Mexican descent.

In 1857, the Reform War broke out to end the social order inherited from Spanish rule; For their part, the tequila producers supported the liberals, thinking about the future of their industry. In the late nineteenth and early twentieth centuries, tequila had the North American railroad as its enemy, which easily carried European spirits from coast to coast.

However, among the lower classes were brandy drinkers, so tequila gradually increased until it achieved considerable sales. After ending the dictatorship and revolutionary wars, the entire country turned to seeking expressions and customs to strengthen Mexican nationality. Drinking tequila instead of imported spirits was a feat, so the government favored awareness of the image of tequila as a national symbol.

Later, the Mexican film industry of the 1930s and 1940s also contributed to this end by creating the false stereotype of the Mexican macho, which contributed to increasing the fame

of the drink. To meet the growing demand, small bottles made in the industrious city of Monterrey were available, thus avoiding their distribution in bulk and in large barrels.

During World War II, whiskey from Europe stopped reaching the United States, so tequila reached unsuspected levels of export when supplied. However, at the end of the war conflict—which led to the abrupt drop in exports—a great effort had to be made to increase national consumption and simultaneously search for markets in Europe and South America.

By 1950, tequila production enjoyed considerable technical improvements. Many factories, without detriment to their quality, achieved high performance and hygiene rates; In addition, some brands were accessible to common throats because they were of less graduation, although in several countries tequila is counterfeited without their governments worrying about it, despite the existence of international conventions and agreements (the Lisbon one stands out).

The agave fields are in the central strip of Jalisco and their relevance is very important because the industry employs around 300,000 people committed and proud to participate directly or indirectly in the manufacture of the product deeply embedded in the life of the western region of Mexico (CRT, 2019).

### **Check that it's tequila**

It is important to know that there are several kinds of tequila, the white is transparent or almost transparent; the young or gold is amber or gold in color; the reposado is pale in color; the aged is dark amber, and the reserve is of a more intense color. The traditional way to drink it is using a rocking horse, and a glass is used to taste it.

Regardless of the white or aged color, you can see how a halo (crown) forms on the edge of the glass. To see his body, he shakes and tilts the glass a little so that the tequila adheres to the walls. Tears (drops) form and slide down the glass. Whether it is light, medium or full depends on how fast the drops descend. Its aroma is perceived when placing the nose in the center of the glass. Before the taste, you should rinse your mouth with a drink of water. Take a small sip, put it in your mouth, hold it for ten seconds, and swallow; then the air is exhaled through the nose (Rodríguez, 2 de marzo de 2017).



## Research in the tequila

The intervention of Mexican hands in the elaboration process is of vital importance, since they are traditions transmitted from parents to children for generations; In addition to its warmth, the land where the agave grows gives it that flavor preferred by millions of demanding palates in the world. For this reason, it was chosen to visit the Don Julio tequila company, in Atotonilco el Alto, due to the important role of its tequila in the world.

Compared to other tequila companies, Don Julio's lineage is almost 80 years old, having seen the light in 1942 with Don Julio González, who made his first tequila at age 17. Then, in 1947, he opened his distillery in Atotonilco, Jalisco. Initially, it only aimed to produce tequila in small quantities for his personal reserve. But its quality, craftsmanship and flavor expanded to reach all of Mexico to become the first luxury tequila that enjoys the highest national recognition. Tequila has a production process that is unique. It begins with the cultivation of the blue weber agave and the manufacture of the American white oak barrels that are used to age it; its elaboration requires skilled and experienced hands of artisans.

Tequila Don Julio is made with 100% blue weber agave (Intagri, 2018) that must be harvested manually. The agave plant takes a period of time ranging from seven to ten years to be jimada, which gives it its characteristic and smooth ripe agave flavor. Don Julio is distinguished by its quality and craftsmanship, hence it is considered the finest tequila in the world.

Much of the global success of this tequila company is due to the fact that it was acquired in 2019 by the British company Diageo (Celis, March 25, 2019), which also distributes it to 60 countries and aims to reach others, as well as strengthen its presence in the United States.

After Diageo acquired the Don Julio tequila company, in Mexico the brand grew almost three times faster, and increased its sales in the country by 13%, since its objective was to beat Casa Cuervo, a leader in sales at a national and international level ( Latitude 21, July 31, 2017). Don Julio tequila production exceeds 10 million liters per year and 55% is exported. For its part, Diageo offers its products in more than 180 countries, so it is expected to increase production and export; Likewise, an attempt will be made to increase sales from 300,000 to 500,000 boxes in Mexico and reach one million in exports. For this reason, it is investing more than 400 million dollars in five years in the construction of a new still and expansion of the current one. Therefore, Don Julio is the most important tequila company in the Altos



de Jalisco region and competes with the José Cuervo house for being the best in the country. (Rodríguez, 23 de mayo de 2017).

### The exports

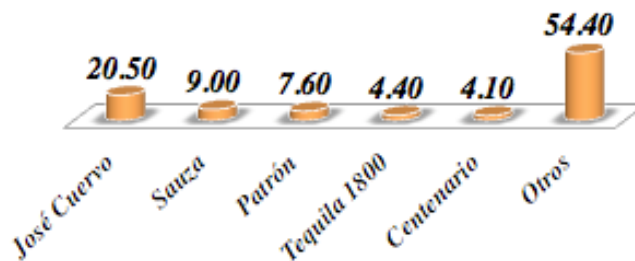
Table 1 shows the number of liters of alcohol exported worldwide (the United States was the largest importer of this product in 2019) (Mendoza, 27 de febrero de 2020).

**Tabla 1.** Los 10 países que importaron más tequila en 2019

| <i>País consumidor</i> | <i>Millones de litros de alcohol</i> |
|------------------------|--------------------------------------|
| <i>Estados Unidos</i>  | <i>204 443.07</i>                    |
| <i>Alemania</i>        | <i>5052.20</i>                       |
| <i>España</i>          | <i>3725.31</i>                       |
| <i>Francia</i>         | <i>3559.90</i>                       |
| <i>Japón</i>           | <i>2290.72</i>                       |
| <i>Canadá</i>          | <i>2036.48</i>                       |
| <i>Reino Unido</i>     | <i>2028.66</i>                       |
| <i>Letonia</i>         | <i>1729.35</i>                       |
| <i>Italia</i>          | <i>1660.88</i>                       |
| <i>Colombia</i>        | <i>1370.43</i>                       |
| <i>Total</i>           | <i>227 896.98</i>                    |

Fuente: Elaboración propia con los datos del Concejo Regulador del Tequila (2019)

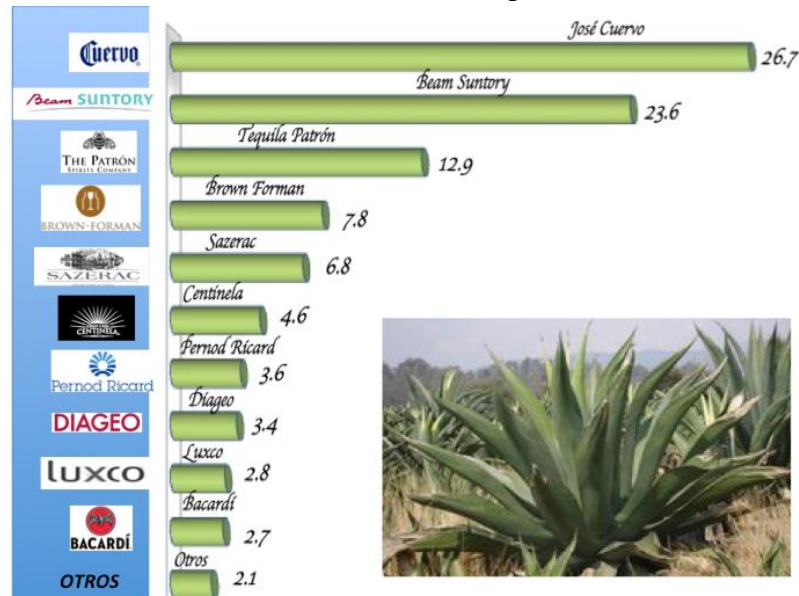
**Figura 1.** Los tequilas más pedidos a nivel mundial en 2017



Fuente: Elaboración propia con datos del Concejo Regulador del Tequila

According to the CRT, data on tequila exports indicate that during 2017, according to its report presented in 2017, Casa José Cuervo (figure 1) had the highest sales, placing it as the largest in the world And it remained so, since in 2018, its exports increased by 3.8%, reaching 21.3 million 9-nine-liter cases and net sales of 28,158 million pesos.

Figura 2. Consumo de bebidas alcohólicas por marcas en el mundo



Fuente: Elaboración Propia con datos de Orús (2018)

Figure 2 shows some of the most recognized alcoholic beverages that are distributed worldwide: Casa José Cuervo, Beam Suntory and Tequila Patrón satisfy 50.4% of the market.

On the other hand, Euromonitor (figure 3) points out that the companies with the highest sales of nine-liter tequila cases worldwide in 2018 were the following: Sauza (9.7 million), followed by Patron (2.5 million), Don Julio ( 1.5 million), El Jimador (1.3 million), Hornitos (1.3 million) and Olmecas Altos (1.1 million) (Ramírez, 15 de enero de 2020).

Figura 3. Exportación del tequila (millones de cajas de 9 litros) en 2018



Fuente: Propia a partir de los datos Ramírez en Euromonitor (2020)

Due to the growth trend of the tequila industry, nine large brands, of the 148 recognized by the CRT, were bought by transnational companies, while the rest are 100% Mexican capital. In this sense, the transnationals that acquired the tequila companies are the following:

the English Allied Domecq, owned by the American Beam Future Brands, bought 100% of Tequila Sauza; Pernord Ricard of France acquired Tequila Viuda de Romero and markets the Olmeca brand; Bacardí de Bermuda owns Tequila Cazadores; Brown Forman Corp. of the US owns Tequila Herradura, and Diageo of England owns Don Julio and more than half of Casa Cuervo. Between the two, it has a large percentage of tequila exports, which generates jobs and taxes on exports. With the acquisition of the large tequila companies, Mexico ceased to be the main market for tequila, since 7 out of every 10 liters produced are consumed outside the country (Sánchez Fermín, 2019)

Of the total exports, the United States receives more than 80% of the tequila produced, which makes it the main world consumer, since in 2016 161 million liters were consumed in that country, that is, 94% more than what was consumed in 2005 (Sánchez Fermín, 2019).

Due to its export volume, tequila has become a Mexican industry that generates foreign exchange due to sales taxes. In 2016, Jalisco's tequila exports were 1.2 trillion dollars, 1.4% more than in 2015. Also, the number of direct jobs in this industry reached 70,000 and the number of registered and certified national brands that sell tequila rose to 1407 (Sánchez Fermín, 2019).

## Methodology

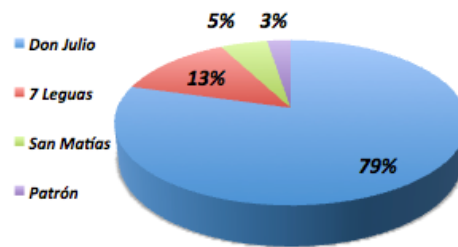
The objective of this research was to determine the degree of knowledge that the inhabitants of the Guadalajara Metropolitan Area (made up of the municipalities Guadalajara, Tlajomulco de Zúñiga, Tlaquepaque, Zapopan and Tonalá) had regarding tequila and the brands produced in Los Altos of Jalisco. For this, a survey consisting of five questions was designed, which was applied in the central square, center or zócalo of each municipality. In one of the municipalities that make up the Guadalajara Metropolitan Area, 70 people of legal age who expressed their taste for alcoholic beverages were randomly selected, the results obtained from the application of these surveys were the data that were They processed to determine how many people (of the respondent) knew about the brands that were presented to them.

Since from the answers that are obtained, the degree of opportunity that would be had when bringing together small producers in a single brand to satisfy the national market would be considered.

The first question was the following: Of the following tequila companies, which is the company that you have heard the most about? The four most important companies in the Los Altos Region were proposed, that is, Don Julio, 7 Leguas, San Matías and Patron. Of the five municipalities that make up the Guadalajara Metropolitan Area (ZMG), a total of 350 supporters were obtained by answering the survey, and the results obtained are shown in figure 4. See that the company Tequilera Don Julio, located In Atotonilco el Alto, Jalisco, it is an important part of the heritage of the Los Altos Region and the one best known for its products, since 79% of those surveyed answered it.

With the results that were obtained, it is clearly shown that in the people who are fond of consuming tequila in the ZMG, the majority with 79% know that Don Julio is the brand that is best known in the region.

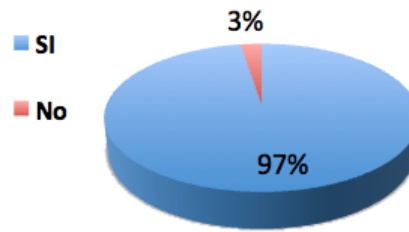
**Figura 4.** ¿Cuál es la empresa de la que has escuchado más?



Fuente: Elaboración propia

The second question of the survey sought to discover the number of people who know about the quality of tequila that is produced in the Altos de Jalisco Region. In this regard, it is worth noting that when the quality of the tequila is unknown, just look at the product label, since it must be the designation of origin, which certifies that it is tequila made from blue agave; Therefore, it must come from specific places in Mexico such as Jalisco, Tamaulipas, Michoacán, Guanajuato, and Nayarit. Likewise, the percentage of blue agave it contains must be indicated, which can vary from 51% to 100% (figure 5).

**Figura 5.** Porcentaje de personas que contestó que en la Región de los Altos de Jalisco se produce tequila de muy buena calidad

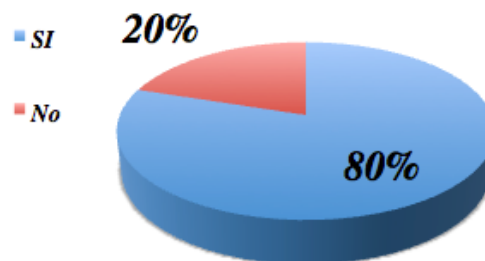


Fuente: Elaboración propia

The results obtained show that perhaps due to the Mexican tradition of the national cinema of yesteryear when tequila was promoted, it was shown as a product of the Altos de Jalisco Region and since then, all tequila has been related to that area of the state, without overlooking the fact that it receives the name of the population located in the same area.

The quality of the tequila depends on the production house and the type of aging, which can be transparent white (young and not aged), young and gold (mixture of white with reposado or aged), reposado (aged for at least two months), Añejo (dark and aged for at least one year), Extra Añejo (flavor of wood, honey or vanilla, aged three years on average) and Reserva (more intense color and flavor, aged for more than eight years) (Díez, 3 de April 2017). In this sense, the third question of the survey was aimed at knowing if the prices of tequila correspond to the quality of the product purchased, that is, if the relationship between quality and price is adequate. Figure 6 shows that 80% of those surveyed consider that tequila has a quality-price ratio, which makes it available to the consumer; therefore, you can find a good quality tequila at a good price in the market.

**Figura 6.** Porcentaje de personas encuestadas que cree que el costo del tequila corresponde a su calidad.

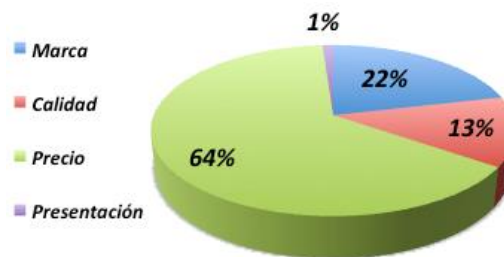


Fuente: Elaboración propia

With these data on the cost and quality of tequila, it can be seen that people in general (80% of those surveyed said so), know that to taste a very good quality tequila, they will have to pay a high cost and even very high at times, which is why you know that if it costs little or very little, you don't expect to find something very good and sometimes not even good.

When purchasing a bottle of tequila, four product factors are taken into consideration: brand, price, quality, and presentation. However, as seen in figure 7, only three of these factors are those that consumers take into account:

**Figura 7.** Factores que determinan la compra del tequila

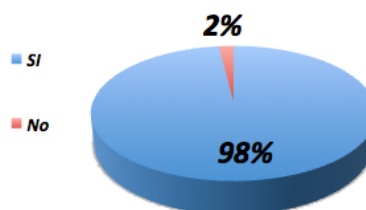


Fuente: Elaboración propia

The people surveyed showed with their answers that the vast majority of them (64%), when purchasing a product, the first thing they look at is the price it has, and then, if it is accessible, they see the brand and then the quality that is settled on the label and almost no one takes the presentation of the product as a reference for the acquisition.

The fifth and last question of the survey was intended to specify whether the respondents consider that exports to more countries should be increased to reach a greater number of palates of different nationalities. In this question, 343 people answered affirmatively and only seven answered negatively (figure 8), which indicates that the vast majority of people (98% of those surveyed) agree that this traditional drink reaches more countries. and that more people know a high quality product such as tequila.

**Figura 8.** ¿Es importante incrementar la exportación del tequila?



Fuente: Elaboración propia

As indicated in the previous pages, tequila has had a great boom in other countries due to different factors related, for example, with the quality of the product, the companies that have invested in the acquisition of tequila companies to make them grow in production. , the personnel involved in the entire production and export process, the marketing strategies implemented, etc. However, it is worth noting that this international boom has not been proportional in the domestic market.

For this reason, it has been working (as part of the educational institutions of the regions in which the new agave fields of the state of Jalisco are located) with small producers of tequila, since they meet the conditions for their products to be cataloged with the Appellation of origin. For this, we have sought students who come from agave families who have a close knowledge of the processes and most of the activities that are related to the product.

The result of this search is quite encouraging, since in educational centers there are a significant number of students who have qualities that can be used for the production of tequila; that is, they are related to buying and selling processes, they study upper-middle and higher level careers associated with the development of computer systems and marketing, they are familiar with field activities, etc. In fact, some students come from financially solvent families, so they have the resources to act as investors in new companies. In addition, some people acquired small tracts of land (from one to five hectares) on the slopes of some depressions in the mountains (eg, the Sierra del Tigre or the Sierra del Halo), where they have created their own tequileras, although its products are generally used for personal consumption or for sale in the localities of the region.

Likewise, regarding the personnel of educational institutions, it can be said that they have the academic preparation to combine the elements that participate in the standardization of methodologies so that investors, agave producers, students and teachers can advise these people to establish companies that are capable of producing tequila with different qualities. You can even use the available knowledge in terms of marketing, social networks, billing, product monitoring, etc., which would serve to put into practice the skills acquired and promote the growth of the region where they come from.

The objective is to get small companies to manufacture a certain number of tequilas of different qualities and with lower prices that allow them to compete with the big brands to supply the national market. This, logically, based on the Official Tequila Standards (17025, 17020, 17065 and 14065) and with the support of the Tequila Regulatory Council.



## Conclusions

In conclusion, it can be said that a product like tequila, of humble origin and emerged from the combination of a Mexican plant and a Spanish process, has grown so impressively that it has occupied a preferential place worldwide. For this reason, being outside of Mexico is no longer an impediment to tasting the flavor of tequila, since it can be found in liquor stores, convenience stores, and bars and restaurants in many countries. This is possible because the region of the Altos de Jalisco has been greatly favored with the multiplication of tequila companies, since according to the data of the applied survey, the maracas that were included in said survey, the responses that were obtained They say that a large percentage of the population of the Guadalajara Metropolitan Area knows them, which is why the vast majority pointed to Don Julio as the best known, also, that vast majority agreed that high quality tequilas are those produced in the The highlands region, just as they relate that quality to costs and the immense amount that has favored exports and, consequently, the increase in direct and indirect jobs in the area, as well as the country's economy.

It is true that over time it has had ups and downs, like any company in the world, but there have always been entrepreneurs who have not given up in their efforts to stand out among others. In other words, tequila players have never given up on bad times, instead looking for ways to stay in the public eye to keep growing.

In this sense, it can be indicated that the largest production houses are located in the following towns: Atotonilco, with the Patron, Don Julio, Quiote, Artesanal de los Altos and 7 Leguas tequila companies; Arandas with Centinela, Cazadores and El Charro; Tequila, with the tequila companies José Cuervo, Orendain, Sauza and Viuda de Romero; Amatitán, with Herradura, and Magdalena with the San Matías tequila company. Of these, some have the largest export because they have been acquired by transnational companies. This increase in exports has been motivating for the companies that acquired the tequila plants to continue investing to expand their facilities and modernize processes without losing their quality.

For this reason, at present it has been venturing into the formation of a collaborative tequila group where, initially, some of the small tequila companies meet. The purpose is to try to reach more consumers in the national market to, in the future, become exporting companies with 100% Mexican capital.

## Future work

Many of the large tequila companies of today began producing the drink for personal consumption or for those close to them, but thanks to the quality of the product and the incessant work of the owners they were able to become the largest exporters in the country.

After doing an analysis of the results obtained from applying the surveys, it could be seen that the respondents appreciate the qualities that tequila provides them as a drink that is taken on different occasions, although it also allows to detect that because the Purchasing power of the Mexican on average, does not allow him to access the best qualities of the product, hence the idea of producing it to reach that audience.

After having detected the opportunities that exist to produce tequila with the same quality as that for export but at a price that can be purchased by the average Mexican, it is established that the next step should point to the formation of an organization of teachers that provide technical assistance to small producers and link them with the owners of the capitals that are in the municipalities so that from these alliances companies capable of working collaboratively with the participation of the following entities may arise:

a) Capitalists who can visualize the potential of investing in an industry that helps their population of origin or residence.

b) Farmers who currently have small properties planted with maguey and who are producing tequila in an artisanal way, which can be sold to a reduced public or for personal consumption.

c) Universities that —through professors and students— are capable of offering their time and knowledge of different areas to advise on the entire production process, that is, acquisition of materials and raw materials, processing of permits, packaging, transportation, marketing, etc. Likewise, involve students to develop activities related to the careers they are studying and with this product, since in this way they will be able to put into practice the theory learned in the classrooms.

## References

- Cadeño, G. (4 de diciembre de 2018). “La denominación de origen del tequila”. Guadalajara, México: Axópolis. Recuperado de: <http://www.axopolis.com/blogs/20986-la-denominacion-de-origen-tequila.html>
- Carrillo, L., Pérez, O. y Romero, T. (2010). *Expansión del tequila mexicano hacia la unión europea* (tesis de licenciatura). Instituto Politécnico Nacional. Unidad Profesional Interdisciplinaria de Ingeniería y Ciencias Sociales y Administrativas. Distrito Federal: México. Recuperado de <https://tesis.ipn.mx/jspui/bitstream/123456789/7600/1/I7.1916.pdf>
- Celis, F. (25 de marzo de 2019). Diageo, dueña de tequila Don Julio, se alista para duplicarse. *Forbes*. Recuperado de <https://www.forbes.com.mx/entrevista-diageo-duena-de-tequila-don-julio-se-alista-para-duplicarse/>
- CRT. (2019). Historia del Tequila. Concejo Regulador del Tequila. Rescatado de: <https://www.crt.org.mx/index.php/es/el-tequila-3/historia>
- Díez, J. (3 de abril de 2017). Cómo diferenciar los tipos de tequila: la guía de un experto. *Esquire*. Rescatado de <https://www.esquirelat.com/comer-y-beber/como-diferenciar-los-tipos-de-tequila/>
- Intagri (2018). *El cultivo de agave azul (agave tequilana weber var. azul) en México*. Recuperado de <https://www.intagri.com/articulos/nutricion-vegetal/el-cultivo-de-agave-azul-en-mexico>
- Jiménez, M. C. (2009). Reflexiones sobre el origen del vino mezcal-tequila. Mitos y verdades. El caso de Amatitán. *III Simposio Internacional del Tequila*. Guadalajara, diciembre de 2009.
- Latitud 21* (31 de julio de 2017). Encuentros: Josafath Rodríguez. *Latitud 21*. Recuperado de <https://l21.mx/encuentros-5/>
- Mendoza, J. (27 de febrero de 2020). México: volumen de exportación de tequila 1995.2019. *Statista. Global No. 1 Business Sata Plataform*. Recuperado de <https://www.statista.com/statistics/311742/mexico-s-export-amount-of-tequila/>
- Munguía, J. (1984). *Nueva toponimia Náhuatl de Jalisco*. Colección: Temática Jalisciense nro. 6. Guadalajara, Jal., UNED. Recuperado de <https://www.jalisco.gob.mx/es/jalisco/municipios/tequila>

- Navarrete, Z. (21 de junio de 2017). Tequila: un viaje con denominación de origen. *El Universal*. Recuperado de <https://www.eluniversal.com.mx/articulo/destinos/2017/06/21/tequila-un-viaje-con-denominacion-de-origen>
- NOM-006-SCFI-2012. *¿Qué es el tequila?* Concejo Regulador del Tequila. Recuperado de <https://www.crt.org.mx/index.php/es/el-tequila-3/que-es-el-tequila>
- Orús, A. (2019) Statista. Principales bebidas espirituosas del mundo en 2018, por volumen de ventas (*en millones de cajas de 9 litros*) Rescatado de <https://es.statista.com/estadisticas/618044/bebidas-espirituosas-principales-marcas-por-volumen-de-ventas/>
- Ramírez, A. (15 de enero de 2020). El 2019 fue el mejor año para el tequila y estos datos lo comprueban. *Informa BTL*. Recuperado de <https://www.informabl.com/el-2019-fue-el-mejor-ano-para-el-tequila-y-estos-datos-lo-comprueban/>
- Rodríguez, C. (2 de marzo de 2017). ¿Sabes cómo catar un tequila? Aquí te lo mostramos. *DERepoteros*. Recuperado de <http://dereporteros.com/2017/03/02/sabes-como-catar-un-tequila-aqui-te-lo-contamos/>
- Rodríguez, M. A. (23 de mayo de 2017). Diageo acelera globalización de tequila Don Julio: *El Economista*. Recuperado de <https://www.economista.com.mx/empresas/Diageo-acelera-globalizacion-del-tequila-Don-Julio-20170524-0098.html>
- Romo, P. (2018). Industria del tequila va por nuevo récord en producción en 2019. *El Economista*. Recuperado de <https://www.economista.com.mx/empresas/Industria-del-tequila-va-por-nuevo-record-en-produccion-en-2019-20190718-0017.html>
- Sánchez Fermín, S. (2019). La industria tequilera rompe su récord histórico de producción en 11 años. *Expansión.mx*. Recuperado de <https://muckrack.com/sheila-sanchez-fermin/articulos>
- Silverio, F. (2018) ¿Qué significa que el tequila tenga la denominación de origen? *Gastrolab*. Recuperado de <https://www.gastrolabweb.com/bebidas/2020/7/22/que-significa-que-el-tequila-tenga-la-denominacion-de-origen-1142.html>