

# Guadalajara

## **Celebrate National Tequila Day Where it All Started: Guadalajara**

*Learn the Art of Tequila Making With Samples Along The Way*

GUADALAJARA, MEXICO – MAY 23, 2017 – Instead of finding the nearest bar on National Tequila Day, up the ante this July 24 and celebrate the holiday by experiencing the spirit where its creators first utilized the blue agave plant – Guadalajara, the birthplace of tequila.

Under Mexican law, tequila must be made by a Consejo Regulador del Tequila (CRT)-certified location in one of five Mexican states. Most of the 140 distilleries that meet these requirements are located in the state of Jalisco, specifically in the town of Tequila, about an hour outside of Guadalajara. The spirit of tequila must be made from blue Weber agave, and it must be distilled from at least 51 percent agave. This requirement results in two different labels for tequila: “mixto” and 100 percent agave. Instead of distilling only from agave, “mixto” tequila is made with agave mixed with sugar from other sources.

While there are numerous distilleries within Tequila, the top four are Sauza, the first to export tequila to the United States; Cuervo, the first producer of tequila in the world; La Cofradia, a medium-sized industrial distillery dating back to the early 19<sup>th</sup> century; and El Llano, one of the oldest independent and family owned distilleries in Mexico.

Travelers looking to partake in authentic National Tequila Day celebrations (or anytime the mood strikes) can enjoy one of the many personalized experiences during their time in Guadalajara:

- **[Jose Cuervo Express](#)**<sup>®</sup>: The ultimate tequila experience, this full-day train package includes Mexican snacks and cocktails prepared on board with tequila “Tradicional<sup>®</sup>” and Jose Cuervo<sup>®</sup> Especial. Upon arrival, attendees enjoy a professional tasting guided by a “Maestro Tequilero,” a tour of Jose Cuervo<sup>®</sup>’s La Rojeña<sup>®</sup> distillery, a Mexican show, and classical toast with Cuervo’s premium tequila Reserva de la Familia<sup>®</sup>. The day ends with a trip to the agave fields and a bus ride back to Guadalajara. The full tour lasts 11 hours. Packages begins at US\$102 per person (\$1,900 Mexican Pesos per person).
- **[Tequila Herradura Express](#)**: The 90-minute journey in a customized train will be unveiled to the public with tours beginning April 29, 2017. Guests will enjoy plush seating and bar service en route to Casa Herradura, where the experience begins. The tour includes round-trip train transportation, a light breakfast with music and entertainment on board, lunch, and a distillery tour, in addition to live local music and folk dancing at the estate. Packages begins at approximately US\$102 per person (\$1,900 Mexican Pesos per person).
- **[Sauza Tequilacopter](#)**: A 30-minute flight from Guadalajara, the Tequilacopter includes transportation via helicopter (roundtrip available), a tour of the Casa Sauza distillery, and a tequila tasting. Prices for the tour packages vary by date and availability.

- [Viator's](#) “Guadalajara Nightlife: Mariachi Music and Tequila Tasting” package provides a crash course in tequila making with a tasting at a traditional cantina. The four-hour tour includes tasting choices of Blanco, best for shots and cocktails; Reposado, to be sipped like whiskey; and Añejo, the newest category introduced by the Tequila Regulatory Council in 2006. Beyond tasting Guadalajara’s traditional spirit, the city’s cultural roots of mariachi is part of the experience. The package begins at US\$115 per person.

For more information, visit [www.visitguadalajara.com/tequila](http://www.visitguadalajara.com/tequila).

### **About Guadalajara**

The birthplace of iconic Mexican heritage including tequila and mariachi, Guadalajara is the second largest city in Mexico and considered the country’s cultural center. Each year, tourists travel to this cosmopolitan destination to experience a plethora of attractions including nearby magical towns such as Tequila, where the popular spirit is produced; explore colonial architecture; and visit museums and small towns with exquisite crafts and artwork. Guadalajara is the capital of the state of Jalisco, which is located in the center of Mexico, 350 miles west of Mexico City and 200 miles east from Puerto Vallarta along the Pacific Ocean. The metropolitan area of Guadalajara consists of four urban districts – Guadalajara, Tlaquepaque, Tonalá, and Zapopan – and three suburban districts, Tlajomulco, El Salto, and Tequila.

Travel to Guadalajara is easily accessible via the Miguel Hidalgo International Airport (GDL), which is located 24 miles from the city center of Guadalajara, with non-stop daily flights from major markets across the United States and Canada.

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