

# Guadalajara

## EXPLORE TEQUILA'S ORIGIN BEYOND DISTILLERIES AND TASTINGS

*Hike a volcano, horseback ride in blue agave fields, and decorate your own bottle in the Mexican spirit's namesake 'Magical Town'*

**GUADALAJARA, MEXICO – JULY 17, 2019** – Many travelers come to Mexico with tequila on their minds, but true enthusiasts can make the pilgrimage to the spirit's birthplace to delve into its history, production, and so much more. In the town of Tequila, just a 45-minute drive from Guadalajara, visitors can enjoy tours and tastings at a number of distilleries, learn how to properly sip a blanco or reposado, and explore the seemingly endless fields of blue of agave. Those with a thirst for adventure and creativity can go beyond this and take part in the following activities, bookable via tour operators or local distilleries:

### ***Hike Volcán de Tequila***

The dormant Volcán de Tequila is surrounded by the blue agave fields its nutrient rich soil nourishes. This volcanic soil is one of the reasons why nearly all of the world's tequila is produced in Tequila and elsewhere in the surrounding state of Jalisco. Daytrippers from Guadalajara can hike the volcano, which was considered a sacred mountain to the Teuchitlán tradition, a pre-Columbian society that lived in the area from 300 B.C. to 900 A.D. A moderate one-hour hike from the entry gate to the summit of the volcano offers stunning views of the landscape. Certified guides are recommended, as they can share information on the flora and fauna of the volcano's different microclimates, from oak forest to rocky monolith. Several local guides offer the [Tequila Volcano Trek](#) which can be booked through sites like LocalAdventures starting at US\$39/person.

### ***Traverse the Agave Fields on Horseback***

La Cofradía, Jose Cuervo®, and Sauza distilleries all offer horseback rides through the agave fields with Volcán de Tequila in the distance.

In addition to a one-hour riding experience, guests of Jose Cuervo®'s [Solar de las Animas](#) will learn the trade of the tequila-harvesting *jimadors* (agave farmers) with a live demonstration of how a seven year-old agave plant is harvested and prepared for transport to the distillery. The activity is US\$94/person and includes a guide and kit comprised of sun protection, water, bug spray, and a sun hat. Solar de las Animas also offers guests the opportunity to visit a local talabartería (saddlemaker) where craftsmen hand-stitch saddles made to measure in the old tradition.

La Cofradía's [Hotel Matices](#) offers a 90-minute horseback riding excursion through the agave fields. The guided activity is US\$38/person with a minimum age of 11 years old.

### ***View Tequila from the Skies***

For a higher vantage point of the rolling hills of blue agave along with a slight breeze and shot of adrenaline, a hot air balloon excursion is the way to go. GDL Tours offers the [Hot Air Balloon Ride over](#)

[Tequila](#) experience for US\$184/person. In addition to a one hour ride, participants will enjoy a Mexican buffet breakfast, visit to a local distillery, and a professional tequila tasting.

Or, hop in [Sauza](#)'s helicopter for a VIP tour over the agave fields and verdant Huentitan canyon before landing at Casa Sauza. The experience continues with the opportunity to plant an agave plant, a visit to the distillery for tequila tasting, traditional Mexican lunch, mariachi show and a commemorative Sauza tequila bottle. The activity is US\$5,000 for one to 12 people with departures from both Guadalajara and Puerto Vallarta.

### ***Decorate a Souvenir Tequila Bottle***

La Cofradía offers visitors to the distillery the [Diseña Tu Botella](#) experience where they may personalize and decorate their own ceramic tequila bottle that's made on site.

The hands-on process takes approximately two hours during which a guide explains how the tequila bottles are made and shows the process step-by-step as the artisans handpaint them. After careful instruction, participants are provided with one of La Cofradía's tequila bottles to put their own signature touch as they paint next to the local artisans. The activity is US\$40/person. International shipping for the tequila bottle, sans tequila, must be arranged in advance with the distillery.

### ***Adopt an Agave Plant***

La Cofradía offers accommodations in larger-than-life tequila barrels at [Hotel Matices](#), the only hotel located on-site at a distillery in Tequila. Hotel Matices' unique loyalty program allows guests to adopt a blue agave plant on the property, as long as they stay at the hotel once a year until it has matured and is ready to harvest. The guest's name is placed on a plaque next to the plant while it grows. Upon maturation, program participants have the opportunity to harvest the blue agave plant alongside a professional jimador (agave farmer). Most of La Cofradía's are 2-3 years old and will reach maturation after seven years.

### **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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