



¡Tequila!: Distilling the Spirit of Mexico

Marie Gaytán

Download now

[Click here](#) if your download doesn't start automatically

¡Tequila!: Distilling the Spirit of Mexico

Marie Gaytán

¡Tequila!: Distilling the Spirit of Mexico Marie Gaytán

Italy has grappa, Russia has vodka, Jamaica has rum. Around the world, certain drinks—especially those of the intoxicating kind—are synonymous with their peoples and cultures. For Mexico, this drink is tequila. For many, tequila can conjure up scenes of body shots on Cancún bars and coolly garnished margaritas on sandy beaches. Its power is equally strong within Mexico, though there the drink is more often sipped rather than shot, enjoyed casually among friends, and used to commemorate occasions from the everyday to the sacred. Despite these competing images, tequila is universally regarded as an enduring symbol of *lo mexicano*.

¡Tequila! Distilling the Spirit of Mexico traces how and why tequila became and remains Mexico's national drink and symbol. Starting in Mexico's colonial era and tracing the drink's rise through the present day, Marie Sarita Gaytán reveals the formative roles played by some unlikely characters. Although the notorious Pancho Villa was a teetotaler, his image is now plastered across the labels of all manner of tequila producers—he's even the namesake of a popular brand. Mexican films from the 1940s and 50s, especially Western melodramas, buoyed tequila's popularity at home while World War II caused a spike in sales within the whisky-starved United States. Today, cultural attractions such as Jose Cuervo's *Mundo Cuervo* and the Tequila Express let visitors insert themselves into the Jaliscan countryside—now a UNESCO-protected World Heritage Site—and relish in the nostalgia of pre-industrial Mexico.

Our understanding of tequila as Mexico's spirit is not the result of some natural affinity but rather the cumulative effect of U.S.-Mexican relations, technology, regulation, the heritage and tourism industries, shifting gender roles, film, music, and literature. Like all stories about national symbols, the rise of tequila forms a complicated, unexpected, and poignant tale. By unraveling its inner workings, Gaytán encourages us to think critically about national symbols more generally, and the ways in which they both reveal and conceal to tell a story about a place, a culture, and a people. In many ways, the story of tequila is the story of Mexico.

 [Download ¡Tequila!: Distilling the Spirit of Mexico ...pdf](#)

 [Read Online ¡Tequila!: Distilling the Spirit of Mexico ...pdf](#)

Download and Read Free Online ¡Tequila!: Distilling the Spirit of Mexico Marie Gaytán

From reader reviews:

Mary Andrade:

Spent a free the perfect time to be fun activity to try and do! A lot of people spent their leisure time with their family, or their own friends. Usually they undertaking activity like watching television, likely to beach, or picnic within the park. They actually doing ditto every week. Do you feel it? Will you something different to fill your own personal free time/ holiday? May be reading a book could be option to fill your totally free time/ holiday. The first thing you will ask may be what kinds of reserve that you should read. If you want to consider look for book, may be the guide untitled ¡Tequila!: Distilling the Spirit of Mexico can be fine book to read. May be it might be best activity to you.

Tina West:

A lot of people always spent their particular free time to vacation or go to the outside with them loved ones or their friend. Did you know? Many a lot of people spent they will free time just watching TV, or maybe playing video games all day long. If you wish to try to find a new activity this is look different you can read any book. It is really fun for you. If you enjoy the book that you simply read you can spent the whole day to reading a guide. The book ¡Tequila!: Distilling the Spirit of Mexico it is quite good to read. There are a lot of individuals who recommended this book. They were enjoying reading this book. If you did not have enough space to develop this book you can buy typically the e-book. You can m0ore simply to read this book out of your smart phone. The price is not to fund but this book possesses high quality.

Patricia Howard:

Do you like reading a reserve? Confuse to looking for your preferred book? Or your book was rare? Why so many issue for the book? But any people feel that they enjoy intended for reading. Some people likes reading through, not only science book and also novel and ¡Tequila!: Distilling the Spirit of Mexico or even others sources were given information for you. After you know how the great a book, you feel need to read more and more. Science book was created for teacher as well as students especially. Those guides are helping them to increase their knowledge. In other case, beside science reserve, any other book likes ¡Tequila!: Distilling the Spirit of Mexico to make your spare time a lot more colorful. Many types of book like here.

Joshua Matthews:

A lot of reserve has printed but it differs from the others. You can get it by web on social media. You can choose the top book for you, science, amusing, novel, or whatever simply by searching from it. It is identified as of book ¡Tequila!: Distilling the Spirit of Mexico. Contain your knowledge by it. Without departing the printed book, it could possibly add your knowledge and make you actually happier to read. It is most significant that, you must aware about reserve. It can bring you from one spot to other place.

**Download and Read Online ;Tequila!: Distilling the Spirit of Mexico
Marie Gaytán #5T6X0GP4ODR**

Read ;Tequila!: Distilling the Spirit of Mexico by Marie Gaytán for online ebook

;Tequila!: Distilling the Spirit of Mexico by Marie Gaytán Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read ;Tequila!: Distilling the Spirit of Mexico by Marie Gaytán books to read online.

Online ;Tequila!: Distilling the Spirit of Mexico by Marie Gaytán ebook PDF download

;Tequila!: Distilling the Spirit of Mexico by Marie Gaytán Doc

;Tequila!: Distilling the Spirit of Mexico by Marie Gaytán Mobipocket

;Tequila!: Distilling the Spirit of Mexico by Marie Gaytán EPub