

EDITION 001

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SAVOR AGAVE

MEXICAN SPIRITS MAGAZINE

10

DELICIOUS COCKTAILS THAT ARE NOT MARGARITAS

Explore recipes beyond our favorite tequila pastime

ADDITIVE-FREE, WHAT DOES IT MEAN?

Heritage vs demand, what the past and future say about scaling agave production



VÁMONOS A JALISCO

A beginner's travel guide to a Napa-style visit to Mexico's most famous tequila region

BEYOND AGAVE

The story of Mexico's first-ever saké brand and what it means for Mexican Spirits

01

¡Bienvenidos! Thanks for picking up the launch edition of Savor Agave Magazine. The time is ripe to explore the universe of Mexican spirits and the stories of those who make it possible. Tequila will soon become the number one spirit consumed in the United States, and as popular as it is, there's still so much more to experience through the expressions of the agave - one of the most resilient and sophisticated plants in the world.



THE EDIT

Our mission is to entertain and educate Mexican spirit drinkers (notice I didn't just say 'tequila'), highlighting the agricultural and production processes involved. More importantly, we'll get to know the hands and hearts of the hardworking people behind it all.

We'll talk about heritage and the challenges of scaling for future demand. And whatever happened to that worm?!

It was important for me to deliver a platform independent of messaging typically crafted by marketing companies. Yes, of course, we will showcase brands throughout our editions, but we will always remain transparent about the source and intent of the stories.

Thank you to all of our collaborative writers, photographers, contributors, and supporters for helping us make this possible.

Danny Muñoz
Chief Editor