



# ¡Tequila!: Distilling the Spirit of Mexico

*Marie Gaytán*

Download now

Read Online →

[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**

---

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

---

### From reader reviews:

#### **Jessica Davis:**

Do you have favorite book? When you have, what is your favorite's book? Guide is very important thing for us to learn everything in the world. Each e-book has different aim or maybe goal; it means that publication has different type. Some people sense enjoy to spend their the perfect time to read a book. They are really reading whatever they consider because their hobby will be reading a book. What about the person who don't like examining a book? Sometime, person feel need book whenever they found difficult problem as well as exercise. Well, probably you'll have this ¡Tequila!: Distilling the Spirit of Mexico.

#### **Betty Dansby:**

Have you spare time for any day? What do you do when you have a lot more or little spare time? Sure, you can choose the suitable activity for spend your time. Any person spent their spare time to take a walk, shopping, or went to the actual Mall. How about open or maybe read a book called ¡Tequila!: Distilling the Spirit of Mexico? Maybe it is to become best activity for you. You recognize beside you can spend your time with the favorite's book, you can better than before. Do you agree with its opinion or you have various other opinion?

#### **Vivian Regan:**

Book is to be different for each grade. Book for children until adult are different content. As it is known to us that book is very important for people. The book ¡Tequila!: Distilling the Spirit of Mexico had been making you to know about other know-how and of course you can take more information. It is quite advantages for you. The e-book ¡Tequila!: Distilling the Spirit of Mexico is not only giving you much more new information but also to become your friend when you sense bored. You can spend your own spend time to read your e-book. Try to make relationship using the book ¡Tequila!: Distilling the Spirit of Mexico. You never feel lose out for everything in case you read some books.

#### **Thomas Crittenden:**

Playing with family within a park, coming to see the sea world or hanging out with close friends is thing that usually you will have done when you have spare time, and then why you don't try issue that really opposite from that. One particular activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you already been ride on and with addition info. Even you love ¡Tequila!: Distilling the Spirit of Mexico, you are able to enjoy both. It is excellent combination right, you still desire to miss it? What kind of hangout type is it? Oh occur its mind hangout fellas. What? Still don't have it, oh come on its called reading friends.

**Download and Read Online ;Tequila!: Distilling the Spirit of Mexico  
Marie Gaytán #XVS0P49Z8DC**

## **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**