



¡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:

Loris Beal:

Now a day people who Living in the era where everything reachable by interact with the internet and the resources in it can be true or not require people to be aware of each facts they get. How people have to be smart in acquiring any information nowadays? Of course the correct answer is reading a book. Reading a book can help persons out of this uncertainty Information mainly this ¡Tequila!: Distilling the Spirit of Mexico book because this book offers you rich details and knowledge. Of course the data in this book hundred per cent guarantees there is no doubt in it as you know.

James Peterson:

Do you have something that you prefer such as book? The publication lovers usually prefer to choose book like comic, brief story and the biggest you are novel. Now, why not trying ¡Tequila!: Distilling the Spirit of Mexico that give your fun preference will be satisfied by reading this book. Reading behavior all over the world can be said as the method for people to know world far better then how they react to the world. It can't be explained constantly that reading addiction only for the geeky man but for all of you who wants to possibly be success person. So , for every you who want to start reading through as your good habit, you may pick ¡Tequila!: Distilling the Spirit of Mexico become your starter.

Karina McDermott:

Are you kind of hectic person, only have 10 or perhaps 15 minute in your time to upgrading your mind skill or thinking skill actually analytical thinking? Then you are having problem with the book compared to can satisfy your limited time to read it because this time you only find reserve that need more time to be study. ¡Tequila!: Distilling the Spirit of Mexico can be your answer because it can be read by anyone who have those short free time problems.

Mildred Shaw:

On this era which is the greater person or who has ability in doing something more are more treasured than other. Do you want to become one of it? It is just simple method to have that. What you are related is just spending your time not very much but quite enough to experience a look at some books. Among the books in the top listing in your reading list is usually ¡Tequila!: Distilling the Spirit of Mexico. This book and that is qualified as The Hungry Inclines can get you closer in growing to be precious person. By looking upward and review this reserve you can get many advantages.

**Download and Read Online ;Tequila!: Distilling the Spirit of Mexico
Marie Gaytán #PGU8NVW1XQY**

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