

Tequila Denomination of Origin (DO) – A Peculiar Quality Standard

Protecting Authentic Mexican Tequila Production

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What is the Tequila DO?

Geographical Standard

A comprehensive quality standard established in 1974 to protect Mexico's tequila heritage through strict geographical requirements.

Exclusive Production Rights

Grants exclusive rights to produce authentic tequila only in designated regions of Mexico, primarily in Jalisco state.

Certified Agave Sources

Mandates that only Blue Weber Agave grown in approved DO zones can be used for legitimate tequila production.

The Consejo Regulador del Tequila (CRT) serves as the official regulatory body, ensuring compliance with all DO requirements and maintaining quality standards across the industry.

Key Quality Requirements

Agave Content Standards

- Minimum 51% Blue Weber Agave required
- Premium tequila must contain 100% agave
- No substitutes or alternative agave species permitted

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Blanco

Unaged, bottled immediately after distillation

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Reposado

Aged 2-12 months in oak containers

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Añejo

Aged 1-3 years in small oak barrels

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Extra Añejo

Aged over 3 years for premium quality

Geographic Restrictions

- Production limited to five approved Mexican states
- Jalisco accounts for majority of production
- Specific municipalities within each state designated





Why is this Peculiar?

Heritage-Based Quality

Unlike generic ISO standards, the Tequila DO inter-twines quality control with cultural heritage, geography, and centuries-old traditions passed down through generations.

Authenticity Protection

Creates robust legal framework protecting against counterfeits and inferior imitations, ensuring consumers receive genuine Mexican tequila with verified provenance.

Global Precedent

Follows successful models like French Champagne and Italian Parmigiano-Reggiano, demonstrating how geographical indicators can elevate product prestige and market value.

- ❑ The DO represents a unique fusion where **quality equals tradition plus strict regulations plus regional pride** - a formula that has proven successful in protecting Mexico's most iconic spirit.

Impact of the Tequila DO

1

Global Recognition

Dramatically boosted international recognition of Mexican tequila, transforming it from a regional spirit to a globally respected premium beverage category.

2

Quality Assurance

Ensures consistent, high-quality product standards for consumers worldwide, building trust and brand loyalty in international markets.

3

Cultural Preservation

Preserves and celebrates the cultural and economic significance of tequila production in Jalisco, supporting traditional methods and local communities.

4

Legal Protection

Only tequila produced under official DO certification can legally be marketed and sold as 'Tequila' in international commerce and trade agreements.





References

- Consejo Regulador del Tequila (CRT): <https://www.crt.org.mx>
- Mexican Government - Denomination of Origin Tequila (DO): <https://www.gob.mx>
- Tequila Regulatory Council, Official Publications and Certification Guidelines
- Bowen, S., & Zapata, A. (2009). Geographical indications, terroir, and socio-economic development: A comprehensive analysis of quality standards

"The Tequila DO exemplifies how quality control systems can successfully integrate cultural heritage, geographical authenticity, and rigorous standards to create a globally recognized and protected product."