

SIP & Snack Guide to Tequila



APRIL 2023

sip spirits

Tequila 101

What is Tequila?

Tequila has a long history, dating back to the 16th century when the Spanish conquistadors arrived in Mexico and brought with them the art of distillation. Today, tequila by law, is a distilled spirit made from at least 51% blue weber agave though premium tequilas are typically made from 100% blue weber agave. In addition to being made from a specific variety of agave, tequila can only be made in specific geographic regions of Mexico. Primarily made in the state of Jalisco, there are also specific areas in the states of Guanajuato, Michoacán, Nayarit, and Tamaulipas where it can also be produced.



What is Agave?

Agave is a succulent plant that is commonly found in hot and arid regions and is often used for its sweet sap (for agave syrup) and to make tequila and mezcal. There are hundreds of different species of agave, however, it is the blue weber agave species that are used to make tequila. Mezcal, on the other hand uses many different varieties of agave.



AGAVE PLANT

It will typically take up to 12 years for the agave to mature before it can be harvested to make Tequila and only the heart of the agave, which is known as the piña, is used in the production of tequila. Depending where the agave is grown (i.e. Highlands versus Lowlands), for how long and how it is fermented will all affect the overall flavour of the final product.

One fun fact: A piña weighs around 20lbs and will typically produce about 10 bottles worth of tequila!



PIÑA

How is Tequila Made?

Once the blue weber agave is harvested, its leaves are trimmed to reveal the piña. The piñas are then roasted, crushed, and the juice is extracted and fermented, before being distilled at least twice to produce the clear unaged tequila called "blanco". The tequila can then be aged in oak barrels to produce "reposado", "añejo", "extra añejo", "varietal" depending on the length of aging. We will explore the different styles on the next page!

One important thing to note before we go further: The Consejo Regulador del Tequila (CRT) which is the oversight body for tequila, allows 1% of the 100% agave spirit to consist of additives without any coming to the bottle's label. Four types of additives are permitted: glycerin (for mouth feel), caramel coloring (to alter colour), oak extract (to alter aroma/flavour), and jarabe or cane-based syrup (to alter aroma/flavour). There are also requirements to disclose whether additives are used to impact the colour, flavour, and mouth feel of tequila, however, a great resource for verified additive-free brands is TequilaMatchmake.com

Agave 101

Styles of Agave Spirits

There are several different agave spirits with tequila being the most popular style served abroad. Below we explore some of the classic styles of tequila as well as mezcal:

Mixto

If the tequila is not 100% blue agave, then it is likely a mixto tequila. This style can add up to 49% of other ingredients (like corn, cane juice or other sugars). These are generally considered lower quality than other styles of tequila. An example of a mixto tequila is Jose Cuervo Gold.

Blanco (also called silver, plata or white tequila)

This is unaged tequila and is usually clear in colour. It possesses a crisp and fresh flavour profile that is dominated by the vegetal and citrus notes of the agave.

Reposado (meaning rested)

Reposado tequila is aged for a minimum of two months but less than a year in oak barrels, giving it a smoother and more complex taste that combines the agave flavours with notes of caramel, vanilla, and wood.

Añejo (meaning old)

Añejo tequila is aged for a minimum of one year but less than three years, resulting in a darker colour and a richer, more intense flavour profile that features prominent oak, spice, and fruit notes.

Extra Añejo (meaning extra old)

This is the newest category of tequila, created in 2006. Extra añejo tequila is aged for at least three years, resulting in a deep amber colour and a complex, refined flavour profile that can include dried fruit, spice, tobacco and cocoa notes.

Cristalino (meaning crystalline)

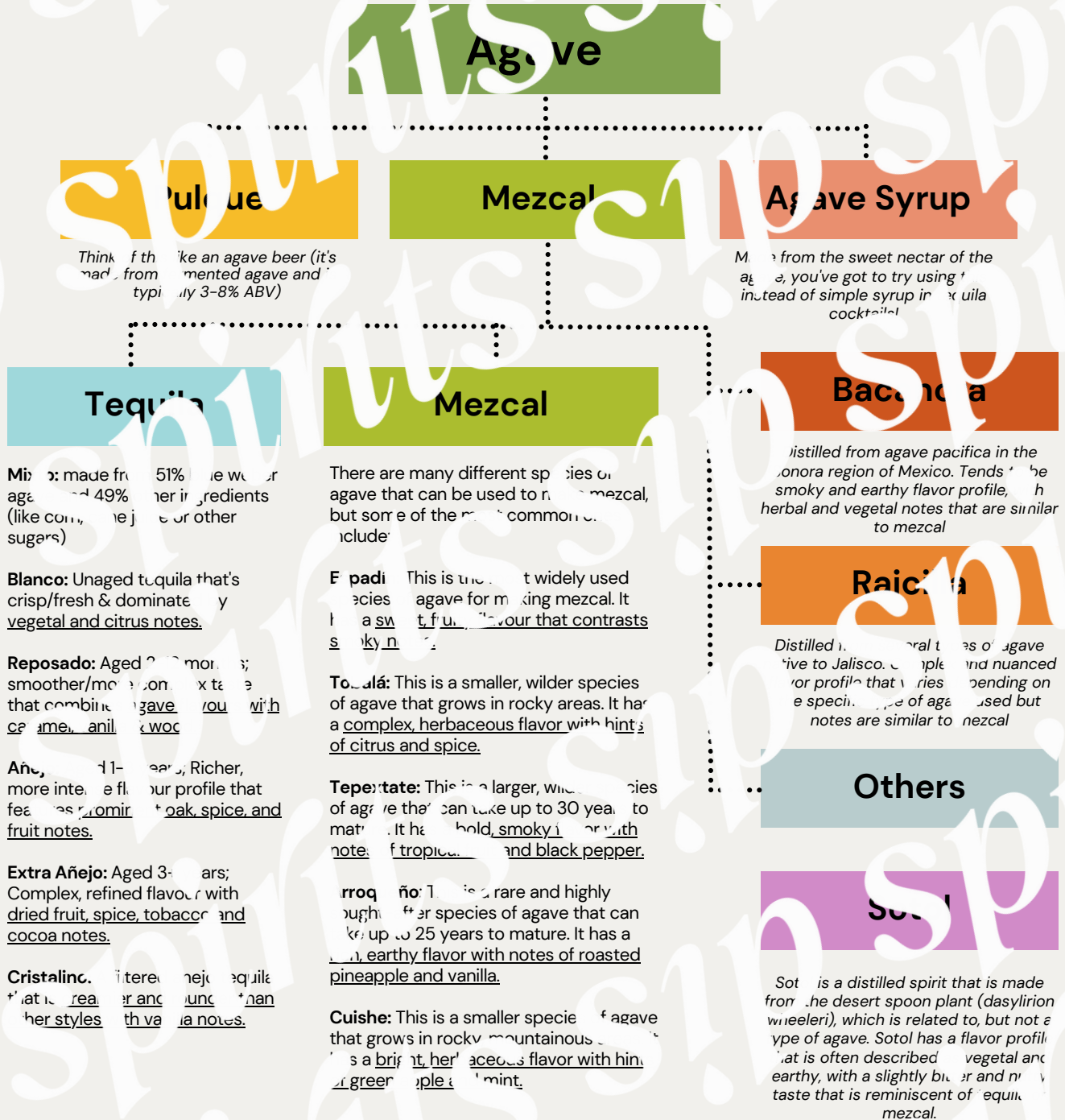
Cristalino tequila is a relatively new style of tequila that was invented by Don Julio and has become increasingly popular in recent years. While there's no official designation, Cristalinos are made from añejo or extra añejo tequila that has been filtered through charcoal to remove the colour and some of the heavier flavours. This results in a clear, smooth, and lightly flavoured spirit that tends to be really smooth and round, rather than other styles with vanilla notes.

Mezcal

Mezcal is similar to tequila, but there are some key differences between the two. Firstly, while tequila must be made from the blue agave plant and can only be produced in specific regions of Mexico, mezcal can be made from a variety of agave plants (but about 80-90% is made from agave Espadín) and can be produced in Oaxaca, Durango, Guerrero, San Luis Potosí, Tlaxiahuatl, Tlaxcala, Zacatecas and Michoacán. This means that mezcal can have a wider range of flavour profiles than tequila. Secondly, while tequila is usually made by steaming the agave plant, mezcal is made by roasting the agave plant in an underground pit oven, which gives it a smoky flavour. The roasted agave is then mashed and fermented before being distilled into mezcal.

Agave 101 Cheat Sheet

While we won't be going into detail about other styles of agave spirit, here is an overview of the main styles that are produced in Mexico! One big thing to note is that tequila is actually a type of mezcal, much like how scotch and bourbon are types of whisky. Mezcal is the umbrella term for all agave based spirit!





SIP Bar Essential Bottles

If you're a home bartending enthusiast, love to entertain, or just want to learn more about the world of spirits (and participate in the SIP & Snack Challenge this month!), the Sip Bar Essential Bottles are the must-haves for your home bar.

These recommendations are designed for Panelists want to create a versatile home bar for making cocktails, entertaining, and having items that can be sipped neat year-round.

The bar bottles on the right are categorized by brand and specific as we want you to discover something that suits your preferred flavour preferences and budget!

Each month, the SIP panel will focus on education around one bottle and talk about:

1. What is it?
2. What are the different flavour profiles/styles?
3. What are some cocktail options we can make with it?
4. How do we pair it with food using scientific pairing principles?

Your challenge will be to share your findings, whether that be a new spirit you like, delicious cocktail you've discovered, or delightful sip and snack pairing.

Featured Bottles by Month



vodka

JANUARY



orange liqueur

FEBRUARY



gin

MARCH



tequila

APRIL



bourbon

MAY



blended whisky

JUNE



amaro

JULY



vermouth

AUGUST



rum

SEPTEMBER



peated/smoked spirits

OCTOBER



single malt

NOVEMBER



cognac

DECEMBER

Additional Mixers Required



BITTERS ARE AN ESSENTIAL ITEM TO HAVE AT YOUR HOME BAR, AS THEY WILL TYPICALLY MAKE 10+ COCKTAILS PER BOTTLE SO THEY ARE WORTH THE INVESTMENT. AROMATIC BITTERS (LIKE ANGOSTURA), ARE A MUST & CAN BE FOUND IN COCKTAIL STORES, HOWEVER, WE ALSO RECOMMEND HAVING ORANGE BITTERS AND GRAPEFRUIT BITTERS ON HAND TOO.

Orange Liqueurs 101

Orange liqueur, triple sec, and curacao are all types of liqueurs that are made from oranges or orange peels. While they are similar, there are also some key differences between them.

Orange liqueur is a broad category of liqueurs that includes a variety of different types, including triple sec and curacao. Orange liqueurs can be made from sweet or bitter oranges, and they can vary in sweetness and flavour intensity. It's important to research the ingredients! The ABV, base spirit used to make them, and flavour profile will be different for each.

Triple Sec is a type of orange liqueur that originated in France. It is made from sweet and bitter oranges, and it is typically clear and colourless. Triple sec is named for its triple distillation process which helps to remove impurities and create a smoother flavour. Made from a grain neutral spirit base, it has a strong orange note and is typically dried in style versus aged curacao.

Curacao is a type of orange liqueur that originated in the Caribbean island of the same name. It is made from bitter oranges and historically made from a rum base (although there are no legal requirements to). Curacao can be clear, orange, or even coloured blue as a slightly bitter and more complex note than triple sec, and it is often used in cocktails that require a deeper, more complex orange flavour.

In summary, orange liqueur is a broad category of liqueurs made from oranges while triple sec and curacao are specific types of orange liqueurs with their own unique characteristics. So this goes to say having an orange liqueur in your collection is absolutely essential!

ORANGE LIQUEUR			
	GRAND MARNIER	APEROL	AGAVE ORANGE
	\$\$	\$	\$\$
<p><i>This is a triple sec curacao hybrid made from a curacao base</i></p>		<p><i>Technically an agave, Aperol can be considered a 'sweeter orange liqueur' at its core</i></p>	
TRIPLE SEC			
	COINTREAU	MEAGHERS TRIPLE SEC	HENNESSY TRIPLE SEC
	\$\$	\$	\$
CURACAO			
	BOLS BLUE CURACAO	PIERRE FERRAND DRY CURACAO	GIFFARD ORANGE CURACAO
	\$	\$\$	\$\$

	PRI	LEGEND	based on 750ml bottles		
\$	\$	\$\$\$	\$\$\$\$	\$\$\$	\$
UNDER \$30	UNDER \$50	UNDER \$75	UNDER \$100	OVER \$100	

Tequila/Mezcal Examples

BLANCO



ALTOS PLATA

\$, \$



ESPOLON BLANCO

\$\$



JOSE CUERVO TRADICIONAL PLATA

\$\$



TROMBA BLANCO

\$, \$



PATRON SILVER

\$, \$, \$

REPOSADO



SIERRA TEQUILA REPOSADO

\$, \$



HERRADURA REPOSADO

\$\$, \$



HORNITOS REPOSADO

\$, \$



PARAZUL REPOSADO

\$, \$, \$, \$, \$



CLAS AZUL REPOSADO

\$\$, \$, \$, \$, \$

ANEJO



HORNITOS BLACK BARREL ANEJO

\$, \$, \$



CASAMIGOS ANEJO

\$, \$, \$, \$, \$



TIERRA NOBLE ANEJO

\$\$\$\$\$, \$



ROCA PATRON ANEJO

\$, \$, \$, \$



MILIC 942 ANEJO

\$, \$, \$, \$

PRICE LEGEND based on 750ml bottles

\$	\$	\$, \$	\$\$\$\$	\$, \$, \$, \$
UNDER \$50	50-100	100-200	200-500	OVER 500

Tequila/Mezcal Examples

EXTRA ANEJO



CAZADORES
EXTRA ANEJO

\$ \$\$\$



HERRADERA
SELECCIÓN
RESERVA

\$\$\$\$\$



GRAND MAYAN
ULTRA AGED

\$\$\$\$\$



JOSE CUERVO
RESERVA FAMILIAR

\$\$\$



GRAN PATRÓN
MILLENNARIO

\$\$\$\$\$

CRISTALINO



EL TORQUINO
CRISTALINO

\$\$\$



HORNITOS
CRISTALINO

\$\$\$



1800 TEQUILA
CRISTALINO

\$\$\$



HERRADERA
ULTRA

\$\$\$\$\$



DON JULIO 70
CRISTALINO

\$\$\$\$\$

MEZCAL



MONTELOBOS
JOVEN

\$\$\$



SOMBRA
JOVEN

\$\$\$



LOS SIETE
MISTERIOS
DOBA YEJ

\$\$\$



DEL MAGUEY
PURA VIDA

\$\$\$



MADRE
MEZCAL

\$\$\$



CASAMIGOS
MEZCAL

\$\$\$\$\$

PRICE LEGEND based on 750ml bottles

\$	\$\$\$	\$\$\$\$	\$\$\$\$\$	\$\$\$\$\$
UNDER \$50	UNDER \$75	UNDER \$100	UNDER \$100	OVER \$100

Cocktail Recommendations

These cocktails are recommended and designed to only use spirits & mixers that are part of the SIP Business Essentials, so we encourage you to experiment with our modifiers if you prefer to!

SHAKEN & CITRUS



La Cadillac Margarita

2.0 OZ REPOSADO TEQUILA
1.0 OZ GRAND MARNIER
0.75 OZ LIME JUICE
SIMPLE SYRUP TO TASTE
GARNISH: SALT RIM

Our favorite version of a margarita, what makes it a 'cadillac' is the use of Grand Marnier. Simply add all ingredients into cocktail shaker with ice. Shake until frothy and diluted. Strain over fresh lime in a rocks glass with a salt rim.



Siesta

2.0 OZ BLANCO TEQUILA
0.50 OZ CAMPARI
0.50 OZ GRAPEFRUIT JUICE
0.5 OZ FRESH LIME
0.5 OZ SIMPLE SYRUP
GARNISH: LIME WEDGE

Combine ingredients in a cocktail shaker with ice. Shake vigorously until outside of shaker is very cold. Strain into a chilled coupe and garnish with lime wedge.



No Manches

1.5 OZ REPOSADO TEQUILA
0.75 OZ APEROL
0.75 OZ LIME JUICE
1.0 OZ PINEAPPLE JUICE
0.25-0.5 OZ SIMPLE SYRUP

Combine ingredients in a cocktail shaker with ice. Shake vigorously until outside of shaker is very cold. Directly dump the entire contents into a rocks glass (if you shook hard enough the cocktail will be frothy!).

Cocktail Recommendations

These cocktails are recommended and designed to only use spirits & flavours that are part of the SIP Bar's selection, but we encourage you to experiment with other modifiers if you prefer to!

EFFERVESCENT SLIGHTS



Divotail

1.5 OZ REPOSADO TEQUILA
1.0 OZ FRESH LEMON JUICE
0.75 OZ HONEY SYRUP
2-3 DASHES GRAPEFRUIT BITTERS
3 C PROSECCO
GARNISH: GRAPEFRUIT SLICE

* IF YOU DON'T HAVE GRAPEFRUIT BITTERS YOU CAN USE ORANGE BITTERS

Think of this like an elevated take on a paloma. Add all ingredients except sparkling into a cocktail shaker with ice. Shake until diluted and cold. Strain into a wine glass or large coupe and top with prosecco. Garnish with expressed grapefruit oil.



Michelmas

1.5 OZ BLANCO TEQUILA
0.5 OZ ORANGE LIQUEUR
0.75 OZ LEMON JUICE
HEAP PINCH BASIL POON
BLACK BERRY JAM
2-4 OZ GINGER BEER
GARNISH: FRESH BLACKBERRIES

Think of this like a riff on an El Diablo! Add all ingredients except ginger beer into a shaker with ice. Shake vigorously until chilled and diluted. Substrains (to get the pectins, etc out) into a large wine glass or collins glass. Top with ginger beer. Give it a little stir and enjoy.



Mexican Ranch Water

2.0 OZ BLANCO TEQUILA
1 BOTTLE OF SODA WATER
0.75 OZ FRESH LIME

This is one of my favourite drink because it's so easy and healthy. While you can make a tequila mock in a glass, I like to get a glass bottled soda (like Topo Chico or Fever Tree), take a few sips, then pour the tequila and lime juice right into the bottle.

Cocktail Recommendations

These cocktails are recommended and designed to only use spirits & liqueurs that are part of the SIP Bar's selection, so we encourage you to experiment with other mixers if you prefer to!

SPIRIT FORWARD



Polier

1.0 OZ DRY VERMOUTH
0.75 OZ REPOSADO TEQUILA
0.75 OZ ORANGE LIQUEUR
1/3 OZ MEZCAL
GARNISH: ORANGE TWIST

In a mixing glass add all ingredients with ice. Stir for 45-60 seconds until chilled, silky, and diluted. Strain into a chilled coupe glass and garnish with orange twist and a twist.



Palisco Old Fashioned

2.0 OZ ANCHO TEQUILA
2 DASHES GRAPEFRUIT BITTERS
2 DASHES AROMATIC BITTERS
1/3 OZ AGAVE SYRUP*
GARNISH: GRAPEFRUIT TWIST

In a mixing glass add all ingredients with ice. Stir for 45-60 seconds until chilled, silky, and diluted. Strain into a rocks glass over ice. Garnish with grapefruit twist & enjoy.

*YOU CAN SUBSTITUTE FOR SIMPLE SYRUP OR HONEY SYRUP

A S100 Sangrita

2.0 OZ ANEJO TEQUILA
+
A MIXTURE OF CLAMATO,
ORANGE JUICE, LIME JUICE,
WORSHPHIRE & CELERY ALCOHOL
(COME NEAR TO TASTE,

We couldn't have tequila & did with it a slight pairing. For the sangrita, mix everything together and shake over ice. Strain into shot glass. Use a good quality tequila for your shot so you are up both in unison.



Tequila & Chip Pairing Suggestions

For our pairing suggestions, we tried to focus on chip flavours that are unique to Canada (as much as possible). However, we encourage you to find a pairing that works with whatever flavours you prefer!



**Blanco
Tequila**



**Dill Pickle
Chips**



**Reposado
Tequila**



**Smoked
Applewood
Barbecue
Chips**



**Añejo
Tequila**



**Sweet
Chili Heat
(Doritos)**



**Extra
Añejo
Tequila**



**Sour Cream
& Bacon
(Puffles)**



**Crisp and
Clean
Tequila**



**Hawkin'
Cheezies**



**Mezcal
(Español)**



**Ketchup
Chips**

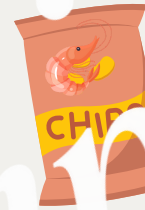
Tequila Cocktail & Chip Pairing Suggestions

For our pairing suggestions, we tried to focus on chip flavours that are unique to Canada (as much as possible). However, we encourage you to find a pairing that works with whatever flavours you prefer!



Torero

DRY VERMOUTH,
COPACABANA TEQUILA,
GRAND MARNIER,
MEXICAN, ORANGE TWIST



Shrimp Chips



Dovetail

REPOSADO TEQUILA, FRESH
LEMON JUICE, HONEY
SYRUP, GRAPEFRUIT
BITTERS, PROSECCO,
GROPEFRUIT JUICE



Sour Cream & Bacon Chips



Michelmás

BLANCO TEQUILA/
ORANGE LIQUEUR, LEMON
JUICE, BLACKBERRY JAM,
GINGER BEER



Hickory Sticks



Mac & Mac Margarita

REPOSADO TEQUILA,
GRAND MARNIER, LIME
JUICE, SIMPLE SYRUP,
SALT RIM



Sour Cream & Onion or Jalapeño Chips



Ne Machez

REPOSADO TEQUILA, OZ
APEROL, LIME JUICE,
PINEAPPLE JUICE, SIMPLE
SYRUP



BBQ Corn Chips