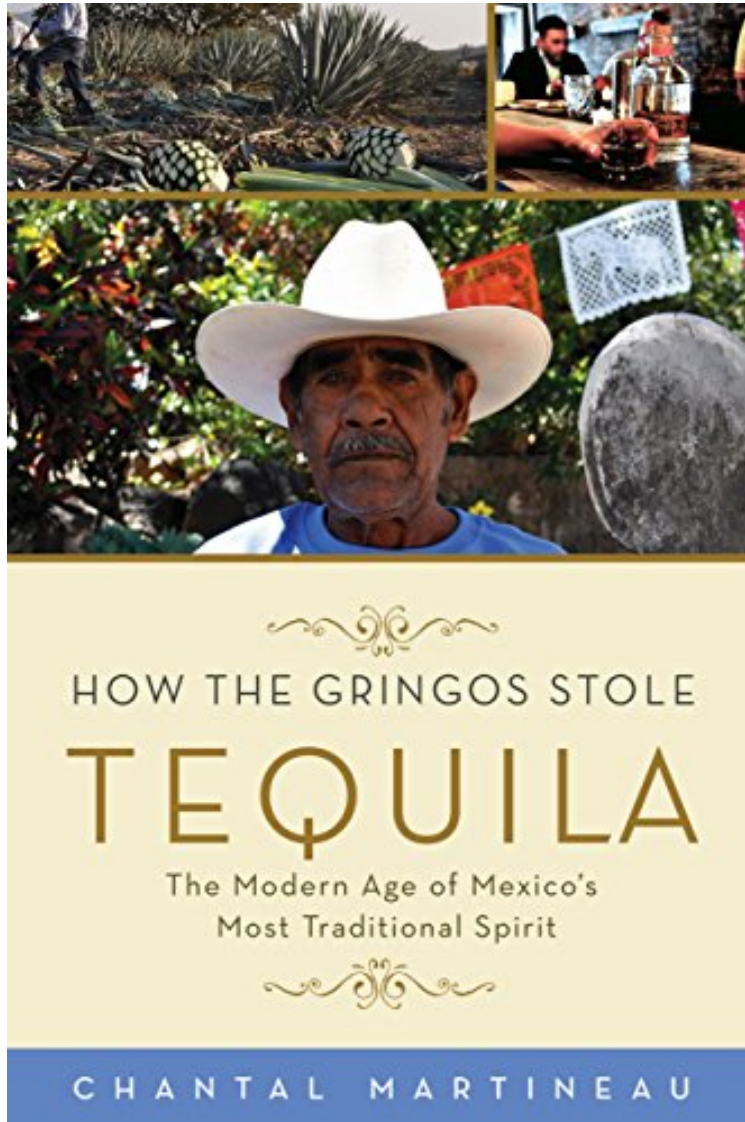


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# How the Gringos Stole Tequila: The Modern Age of Mexico's Most Traditional Spirit

*Chantal Martineau*

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**Chantal Martineau : How the Gringos Stole Tequila: The Modern Age of Mexico's Most Traditional Spirit**  
before purchasing it in order to gauge whether or not it would be worth my time, and all praised How the Gringos Stole Tequila: The Modern Age of Mexico's Most Traditional Spirit:

0 of 0 people found the following review helpful. Five Stars By Jason. S. Outstanding work and interesting journey  
0 of 0 people found the following review helpful. Great historical book with good, useful information By C. Soberman  
Interesting book for an American living in Mexico. I always preferred Mezcal - now I know why. We spent

a night in the town of Tequila a couple of years ago. Pure Disney. Would never return. 0 of 0 people found the following review helpful. Read while sipping.....By madasiInformative, enlightening, added to and expanded my knowledge of all things agave. Highly recommend.

Once little more than party fuel, for years tequila in the U.S. market was dominated by a crude hybrid, aptly called "mixto," but of late, it has graduated to the status of fine sipping spirit. Now growth in sales of real tequila, made from 100 percent agave, is outpacing that of the cheap stuff by some threefold. But there's more to the story of tequila than its popularity, and *How the Gringos Stole Tequila* traces the spirit's evolution in America from frat-house firewater to luxury good. Author Chantal Martineau immersed herself in the world of tequila over the last five years—traveling to visit distillers in Mexico, attending tastings and seminars around the United States, and meeting with tequila experts and even academics who have studied the spirit—and the result is a book that offers readers a glimpse into the social history and ongoing impact of this one-of-a-kind spirit. In addition to discussing the history and politics of Mexico's popular export, this book also takes readers on a colorful tour of the country's tequila trail as well as bringing in expert opinions and cocktail suggestions from some of New York's top mixologists.

"A phenomenal book -- probably one of the smartest books about a spirit I've ever read." --The Toronto Star "A rich story... engaging." -- The Wall Street Journal Best of 2015 cocktail (and spirits) books: "'How the Gringos Stole Tequila' [is] a lively exploration of the heritage, culture, practices and politics that shape Mexico's most famous export. Martineau introduces producers using traditional agricultural and distillation methods, shows readers why they're worth preserving, and outlines the challenges facing anyone concerned with the quality and sustainability of tequila, mezcal and other agave spirits." -- The Kansas City Star "Martineau journeys through Mexico interviewing producers of the agave-based spirits tequila and mescal. She's dismayed that international beverage distributors now design and market Mexico's signature alcoholic drinks and that techniques of mass production too often sacrifice integrity and authenticity." -- Foreign Affairs "Martineau argues convincingly that good tequila resembles wine more than it does its fellow liquors. She writes of agave plantations as if they are vineyards, with variations in climate, slope, soil, and moisture resulting in variations in the plants that are, in turn, discernible in the distilled product. She co-opts the precious French word *terroir* and applies it to her subject with no intended loss of dignity." -- The Los Angeles Times About the Author Chantal Martineau is a Montreal native now based in New York who writes about wine, spirits, food, travel and culture. Her writing (sometimes accompanied by her own photography) has been published in *Saveur*, *Afar*, *The Atlantic*, *Redbook*, *Islands*, *The Guardian*, *The Huffington Post*, *The Walrus*, *The Globe and Mail* and more. She appeared in the Travel Channel's *Confessions of a Travel Writer* and is the author of *How the Gringos Stole Tequila: The Modern Age of Mexico's Most Traditional Spirit*.