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## Tequila!: Distilling the Spirit of Mexico (Paperback)

By Marie Sarita Gaytán

Stanford University Press, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book. 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 Cancun 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 Gaytan 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...



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