

Polished Palate LLC

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“A NON-STOP WHIRLWIND OF TEQUILA GOODNESS”

[Tequila Whisperer](#) Michael Lipman said it all, as the dust is still kicking up from the agave storm that claimed Old Town San Diego after the **Spirits of Mexico 2010 Festival** in September. More than 200 styles of Mexican spirits, from [Abandonado](#) & [Blue Head](#) to [Crotalo](#) and [Don Eduardo](#), from [Magave](#) to [Milagro](#) to [Tierras](#) & [Tres Agaves](#) Tequilas, were the stars who created the largest & most impressive tribute to these spirits and this distiller's art form in North America.

San Diego embraced the festival. For the first time in history, not one but two Proclamations were released. [Mayor Jerry Sanders and the entire City Council](#) proclaimed September 18 'Spirits of Mexico Festival Day' in the City of San Diego. Supervisor Ron Roberts of the [County of San Diego](#) designated September 18 'Spirits of Mexico Festival Day' in the County of San Diego. The [Old Town Chamber of Commerce and Business Improvement District](#) issued a written acknowledgment, presented by Fred Grand, President of the Chamber, citing "the tremendous effort, with multiple venues & events and the annual Old Town San Diego Fiesta of Flavors Fund Raiser".

Francisco J. Soltero, Director General of the [Camara Nacional de la Industria Tequilera](#) (Tequila National Chamber of Mexico) wrote, "Congratulations, because you have gathered so many Tequila fans and lovers to this event. We at the Chamber are very happy to know that there is so much enthusiasm about Tequila in the US right now."

The Festival took place during the celebration of the 200th anniversary of Mexican Independence and earned a special commendation from Remedios Gomez Arnau, [Consul General de Mexico en San Diego](#). "As you know, it is Mexico's Blue Agave that defines the spirit Tequila. From the red volcanic soil, Don Paedro Sanchez de Tangle, the 14th Century "Marquis of Altamira," blended Aztec tradition with Spanish ingenuity and built the first tequila factory. Visionaries like Jose Maria Guadalupe de Cuervo and Don Cenobio Suaza brought fine tequila to the world. Now, generations later, a \$255,000 bottle of Tequila sold in 2006 was the most expensive bottle of liquor in the world. In many ways, Tequila is the embodiment of Mexico - priceless."

New to the festival at the Awards Dinner this year were 'live auctions', as several Master Distillers and brand owners donated their expertise to raise money for charity. Garnering the highest live bid was [Guillermo Erickson Sauza](#) of [Tequila Fortaleza](#). Along with his forthcoming 'Tastings with the Masters' Dinner Package at [Barra Barra Saloon](#) and generous bottle donations, an impressive \$1,150 was earned. [Eric Rubin](#), owner of [Tres Agaves](#) and [Juan Francisco Collado](#), owner of [Casa 1921](#) Tequilas, whose 'Tastings' packages take place at [El Fandango](#) and [Café Coyote](#) respectively, added significantly to the auction coffers. Equally stunning was the \$1,000 winning bid on newcomer [KAH Tequila's](#) bottle of Extra Anejo. Combined with the silent auction proceeds and a 'private bid' of \$1,250 for [Jim Riley's](#) 'Tastings' package at [Casa de Reyes](#), just under \$10,000 was raised.

At the Taste of Old Town Fiesta of Flavors on the afternoon of Spirits of Mexico Festival Day, guests were served ample portions from 14 of Old Town's most notable eateries while enjoying live performances from the [Gutierrez Family Andalusians](#), who pranced to ballads

performed by a live band. [Jose Cortes](#), 3rd generation jimador and Tequila el Jimador Ambassador, 'live harvested' agave plants (weighing tons) while guests observed. The vividly colorful and captivating [Danza Azteca Caluppli Mexihca](#) performed visual art, translating Aztec dance traditions.

"This year's Spirits of Mexico Festival was a success on so many levels" says Dori Bryant, festival producer. "True, it is the largest festival celebrating these spirits in North America. But it's really more the spirit in which it all came together, with so many people contributing, that made it what it is—THE forum for Tequila lovers. Master Distillers, brand owners, jimadors, operations directors, aficionados, authors, distributors, retailers, buyers and the +2,000 educated consumers who came to learn. It was a year of 'firsts' for so many brands, including the 'first' agave beer, co-created by [El Duende Tequila Inc](#) and [Mother Earth Brew Company](#) (\$100 for 4 bottles at auction!). [Fiesta de Reyes](#), co-sponsor of the Festival, made it all seamless, redefining the spirit of cooperation".

"It was an honor to host this event in [Fiesta de Reyes](#) this year and have everyone in Old Town San Diego benefit, said Chuck Ross, CEO of Fiesta de Reyes. "From the entertainers, to the distillers, to the attendees, it was a remarkable event, a fun and positive experience. We hope to have them back at Fiesta de Reyes year after year."

"The 2010 Spirits of Mexico Festival was the biggest and best ever", **Khrys Maxwell, Seminar Presenter/Aficionado...**"I have a wonderful storeroom of memories and of BOTTLES", **Michael Lipman, Tequila Whisperer...**"Don Cuco Sotol can't wait for next year's event", **Jacob Jacquez, VP Don Cuco Sotol...**"The event was great, the crowd awesome and the feedback fantastic", **Diana Barrera, AgaveGal...**"The response/feedback at the Main Event was tremendous; it was a lot of fun", **Andres de Zapata, Owner, Casa de Zapata...**"The show was great! Excellent feedback from everyone!", **Fletcher Blackburn, Mexcor.**





