



***Information on the Conflict of
Tequila used as an Ingredient
in Other Alcoholic Beverages***

***Actions Taken by the
Tequila Regulatory Council
in Europe.***

May 2022

¿What is the Appellation of Origin Tequila for México?



México has 18 Appellations of Origin
15 of agricultural origin and 3 crafts
Tequila is the 1st A of O since 1974



Mexican Culture and Folklore



A Gift from México to the World



Cultural Heritage (UNESCO)



National Heritage



National Pride



Tequila Pueblo Mágico



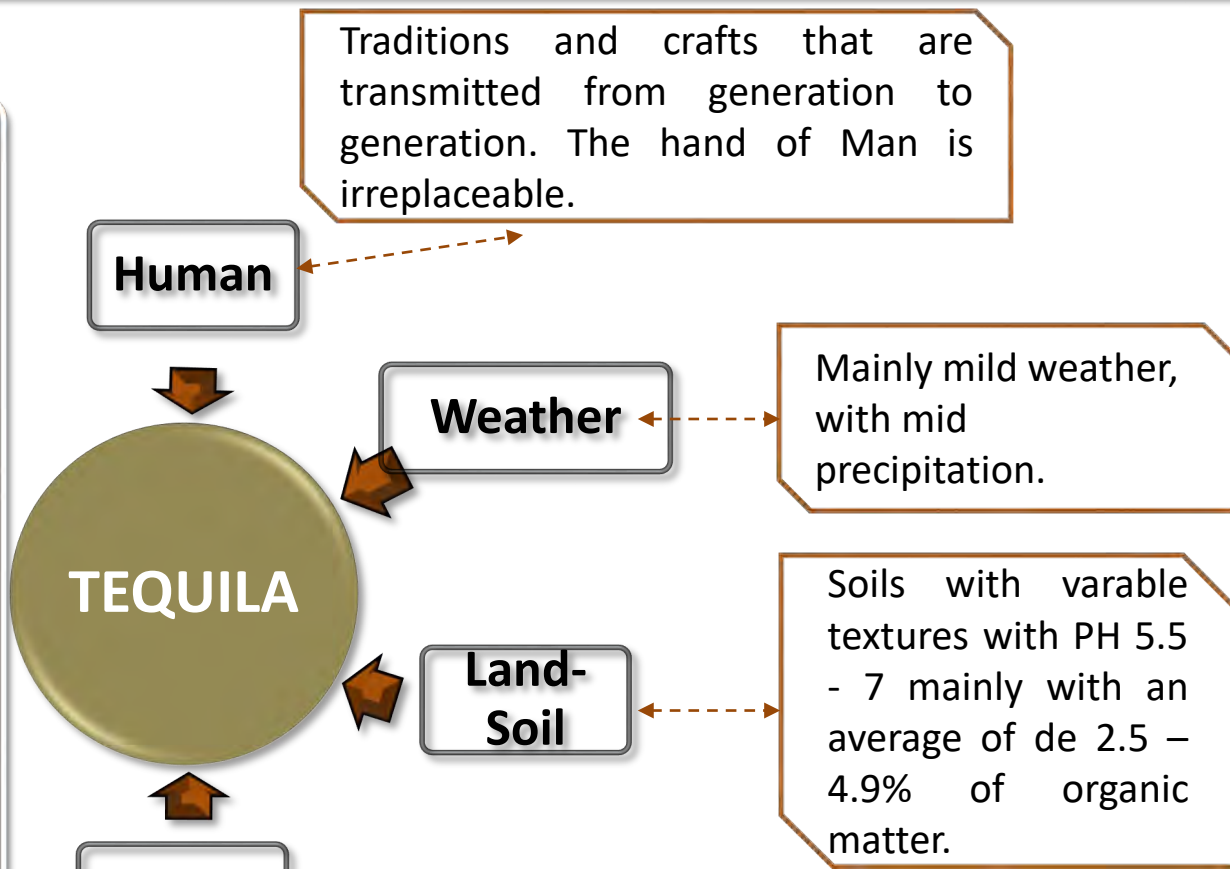
Third Saturday of March;
We celebrate the
“National Tequila Day”



July 24;
“International Tequila Day”

AOT's Protection Elements

Factors that have an influence on the AOT



Agave tequilana Weber Blue variety, an endemic plant in Western México, it's the only species allowed to produce Tequila.



Protection Declaration to the AOT by the Mexican State, owner of the Appellation

Defined rules by the Mexican Official Standard **NOM 006** for Tequila Quality

A Conformity Assessment Body: Consejo Regulador del Tequila



CRT's Objectives and Integration

CRT's Objectives

(Non-limiting)

To Inspect and Certify compliance with the NOM

To Safeguard the AOT in México and the rest of the World.

To Guarantee the Authenticity of Tequila to the Consumer.

To Generate truthful and timely Information for the Agave – Tequila Production Chain.

CLASIFICACION BY YEARLY PRODUCTION IN LITERS AT 55 % Alc. Vol.

Grande.....Mas de 3 millón.
Mediano ...De 1 a 3 millones
Pequeño ...De 300 mil a 1 millón
MicroDe 1 a 300 mil.



CRT's President cannot have any economical interest in the Production Chain

Section A:
Over 170 Tequila Producers



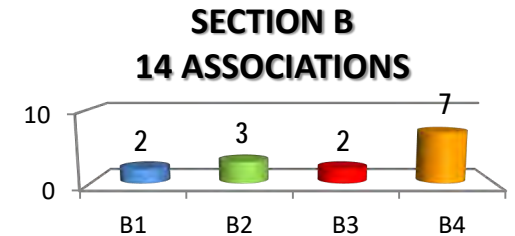
- B-1.-Org. Agrícolas con inventario mín. 30 MA
- B-2.-Org. Agrícolas con inventario mín. 10 MA
- B-3.-Personas físicas o morales con inventario mínimo 15 MA
- B-4.- Personas físicas o morales con inventario mínimo 1 MA



SECTION D:
Autoridades de Gobierno (Salud, Campo, Propiedad Industrial, Economía, Protección al Consumidor)



SECTION C:
Bottlers and marketers



Support Elements for AOT's Success

Tequila Regulatory Council, Development Lever for the Industry



National and International Reach



Based on International Models



Accredited as Observer in the 50 Customs Offices



Accredited as CB to validate Greenhouse Gasses, approved by SEMARNAT



Established on 17 of may 1994, as a nonprofit organization.



Inspection Unit, Certification Body and Tests Laboratory

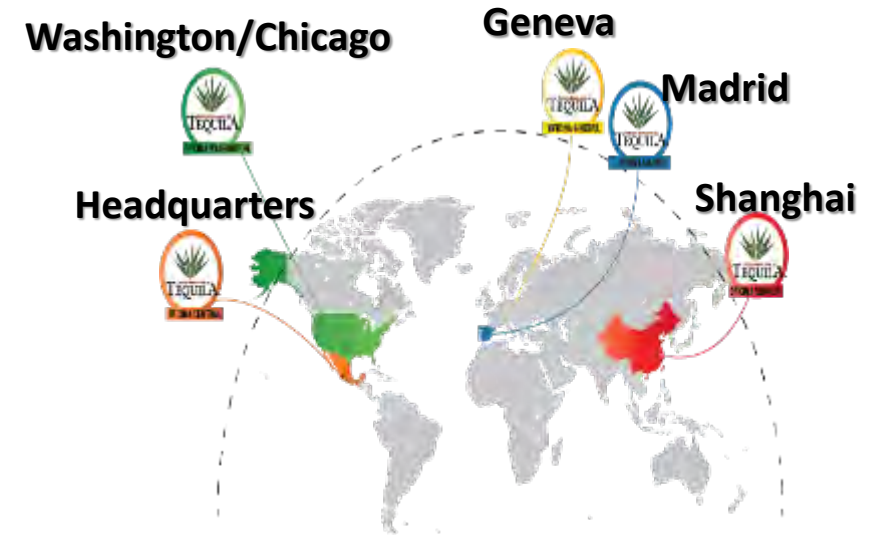


Accredited by EMA and approved by DGN



Authorized laboratory by COFEPRIS

CRT in the World



Regional Offices

Tequila, Tepatitlán, Arandas y Atotonilco

NOM-006-SCFI-2012 Alcoholic Beverages – Tequila – Specifications

2 Categories

Tequila 100 % de agave

Made only with sugars from the agave tequilana Weber, blue variety

BOTTLED AT ORIGIN

Tequila

Made at least with 51% of sugars from the agave tequilana Weber, blue variety and 49% of other sugars

IT CAN BE BOTTLED IN OTHER COUNTRIES

5 Classes

BLANCO or SILVER

JOVEN or GOLD

REPOSADO or AGED

AÑEJO or EXTRA AGED

EXTRA AÑEJO or ULTRA AGED



TEQUILA

Traceability and Authenticity Control of Tequila

- From the Fields to the Markets – PERMANENT INSPECTION

All of the unitary operations of the production process, documents, samples, measurements and balance of materials.

Field

- ☑ *Agave tequilana* Weber Blue variety
- ☑ Plantation registry
- ☑ Information updates
- ☑ Georeferences
- ☑ Agave Passport
- ☑ Good agricultural practices

Production Process

- ☑ Installed capacity
- ☑ Technology used
- ☑ Process Control
- ☑ Efficiency, performance
- ☑ Safety
- ☑ Quality Systems
- ☑ Physicochemical

Bottling and Marketing

- ☑ True Commercial information
- ☑ Commercialization Control
- ☑ Exclusive Customs Offices
- ☑ Registered Trademark
- ☑ Lot N°
- ☑ Monitoring Sell Points

☑ Physical Inspection to 100% of the process.

☑ Document Inspection.

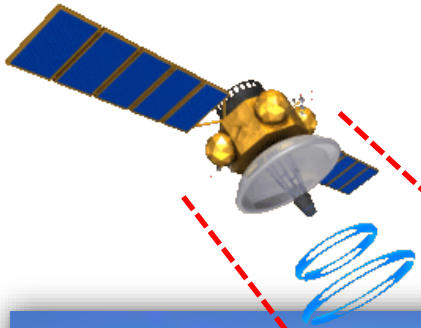
☑ Lab tests.

☑ Certification Tracing in the National and International markets.

Uso de tecnologías en el campo agavero

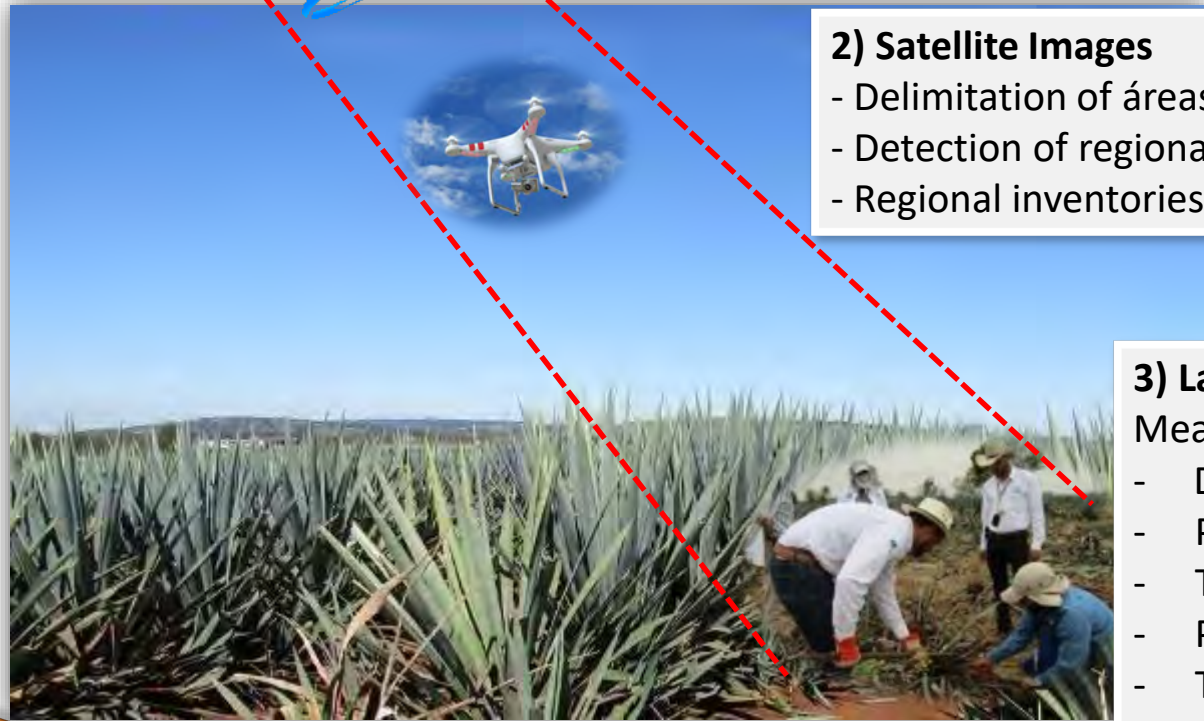
Traceability Strategies: Space – Aerial – Land

Agave Inventory Control : Origin and Destination



1) Dron Phantom 2

- Agave Fields
- Detection and Analysis of focus between land portions
- Production inventories



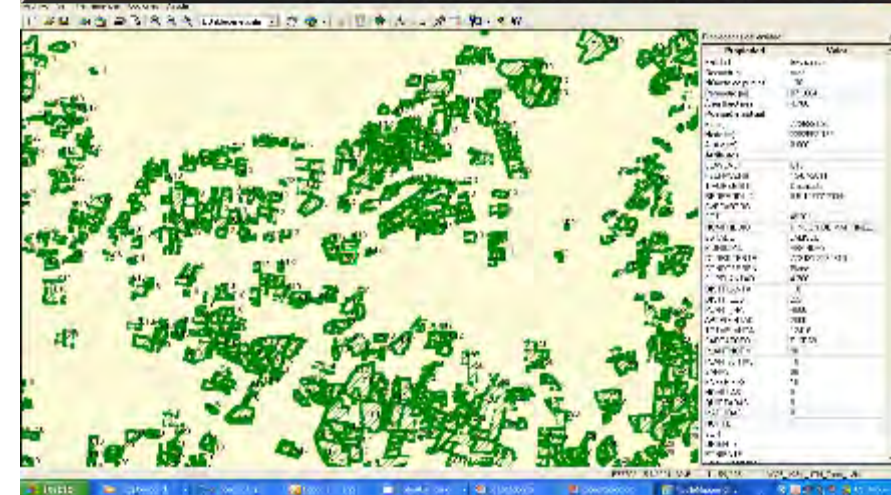
2) Satellite Images

- Delimitation of áreas and Agave ages
- Detection of regional focuses
- Regional inventories, Agave registry

3) Land Team

Measurements of:

- Damages
- Plants
- Technologie
- Production
- Technologic packages



International Registrations for the AOT

	PAIS	FIGURA DE REGISTRO	AÑO
	CANADA	Marca de Certificación	1979
	SUDAFRICA	Marca de Certificación	2004
	CHINA	Marca de Certificación / Denominación de Origen	2006/2014
	UNION EURO	Marca Colectiva / IGP	2008/2019
	URUGUAY	Denominación de Origen	2008
	HONDURAS	Denominación de Origen	2009
	COSTA RICA	Denominación de Origen	2009
	PANAMA	Denominación de Origen	2009
	PARAGUAY	Marca	2009
	ECUADOR	Denominación de Origen	2009
	COLOMBIA	Denominación de Origen	2010
	TAILANDIA	Denominación de Origen	2012
	RUSIA	Denominación de Origen	2012
	AUSTRALIA	Marca de Certificación	2012
	NICARAGUA	Denominación de Origen	2012

A.O.T.
55
PROTECTED
DESTINATIONS
97,5 %
OF THE
TOTAL
EXPORTED
PRODUCT

	PAIS	FIGURA DE REGISTRO	AÑO
	CHILE	Denominación de Origen	2012
	INDIA	Denominación de Origen	2013
	EL SALVADOR	Denominación de Origen	2014
	FILIPINAS	Marca Colectiva	2014
	MALASIA	Indicación Geográfica	2015
	BRASIL	Indicación Geográfica y Producto Distintivo/DO	2016 2019
	INDONESIA	Indicación Geográfica	2016
	ESTADOS UNIDOS	Marca de Certificación	2017
	HONG KONG	Marca de Certificación	2019
	REINO UNIDO	Marca de Certificación	2019
	GEORGIA	Marca Colectiva	2019
	SINGAPUR	Marca de Certificación	2020
	NUEVA ZELANDA	Marca de Certificación	2020
	UCRANIA	Marca Colectiva	2020

International Cooperation Agreements



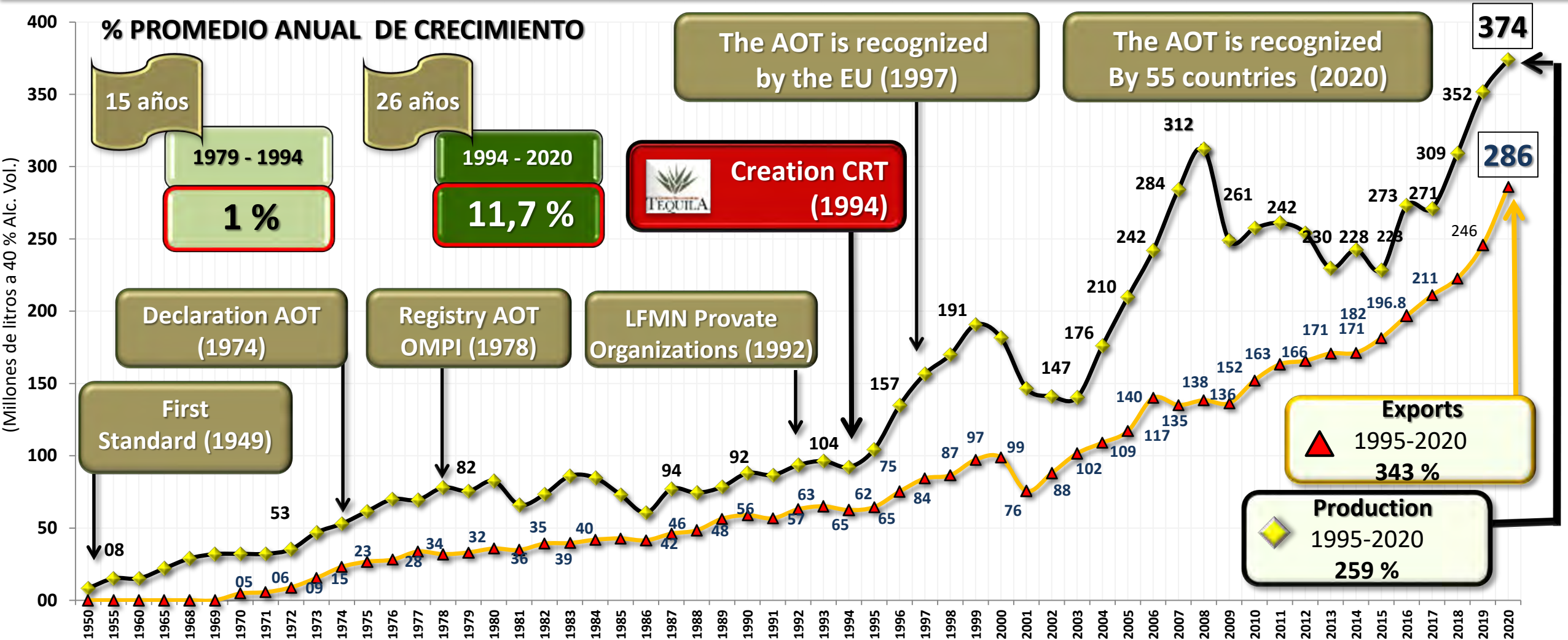
- ✦ **Scotch Whisky** Association.
- ✦ Bureau Interprofessional of **Cognac**.
- ✦ Interprofessional Committee of **Champagne** Wine.
- ✦ Consorzio **Prosecco**.
- ✦ Consejo Regulador de D.O. Calificada **Rioja**.
- ✦ Consejo Regulador de D.O. de **Ribera del Duero**.
- ✦ Consejo Regulador del **Brandy de Jerez**.
- ✦ Consejo Regulador de las DDOO de Vinos del Marco de Jerez
- ✦ Espirituosos España.
- ✦ **ORIGEN** España
- ✦ Instituto Brasileño de la **Cachaza**.
- ✦ Consejo Regulador de la Denominación de Origen **Pisco**.
- ✦ Mesa Sectorial de ka´a he´ë- **stevia** de la Red de Inversiones y Exportaciones (REDIEX).
- ✦ Asociación Dominicana de Productores de **Ron**.



- ✦ Organización Mundial de Aduanas (**OMA**).
- ✦ Laboratorio de Salud Pública de Madrid.
- ✦ US **TTB**.
- ✦ **INTERPOL Y EUROPOL**.



TOTAL PRODUCTION and EXPORTS - HISTORICAL



NMX-V-049-NORMEX-2004 Alcoholic Beverages that Contain Tequila

**NMX-V-049-
NORMEX-
2004**

Liqueurs and Creams

Liqueur or Cream
of _____ al
Tequila

At least 51% of the
alcoholic content must be
from Tequila

Liqueur or Cream
of _____ con
(with) Tequila

At least 25% of the
alcoholic content must
be from Tequila

Cocktails

Cocktail of _____
al Tequila

At least 51% of the
alcoholic content
must be from Tequila

Cocktail of _____
con (with)
Tequila

At least 25% of the
alcoholic content
must be from Tequila

**Prepared Alcoholic
Beverages**

Cocktail of _____
al Tequila

At least 51% of the
alcoholic content must be
from Tequila

Cocktail of _____
con (with)
Tequila

At least 25% of the
alcoholic content must
be from Tequila

Primary Difficulties for the AOT in International Commerce



Imitations and comparissons that confuse the consumer.



Falsification and tampering of the products.



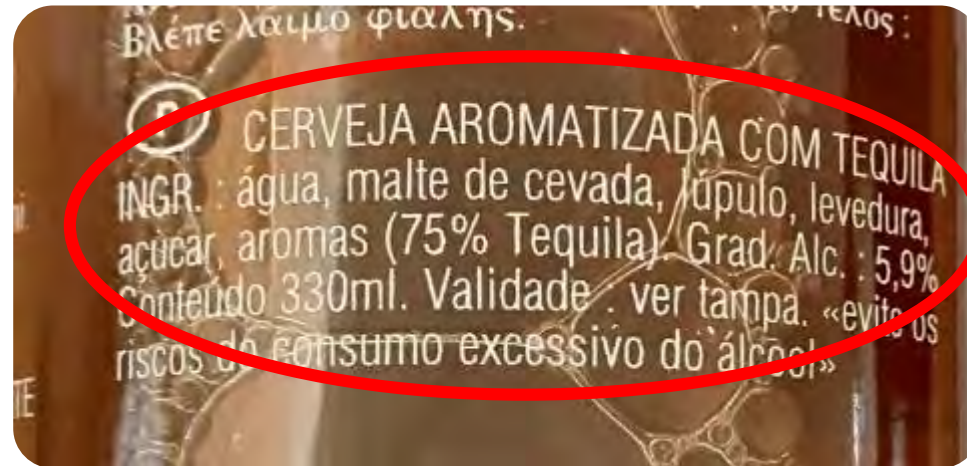
“Illegal use of the Appellation of Origin: Tequila flavour or aroma”



Customs fraud in international customs offices (imports of agave distillates as Tequila)



Use Without Proper Authorization



INGREDIENTS:
"Aromas"
(75% Tequila)

Using of the Word TEQUILA on the primary exhibition Surface on the label and the use of signs like the Agave.

Infringement cases in the EU



«CREAMS» CLAIMING TO HAVE A «TEQUILA» FLAVOUR OR TO HAVE BEEN MADE WITH TEQUILA BUT WITHOUT ANY INFORMATION ON THE ORIGIN OF SAID TEQUILA, ITS PRODUCER OR ANY TRACEABILITY FOR THE PRODUCT.

THE BOTTLER IS USUALLY NOT AUTHORIZED BY THE MEXICAN GOVERNMENT TO USE THE WORD «TEQUILA» ON THEIR PRODUCTS.

Infringement cases in the EU



«TEQUILA FLAVOURED» GENEVER



Infringement cases in the EU



SPIRIT OF THE NETHERLANDS !

Infringement cases in the EU



Infringement cases in the EU



“Tequila” made from “Prickly pear”



Infringement cases in the EU

- Destruction of fake “Tequila” falso in the Island of Crete, Greece, with help from the Port Authorities in Heraklion:



“Tequila San Luis”, produced in France without inspection nor certification by CRT

Infringement cases in the EU

- 1800 bottles were destroyed:



Infringement cases in the EU

- Destruction of fake “tequila” in Lithuania with help from the Customs Department and the Ministry of Finance:



TEKILA MEKSIKO



Infringement cases in the EU



Infringement cases in the EU



Infringement cases in the EU

LA FRONTERA

- It was being sold in Madrid
- Eliminated from the market thanks to Spanish Police and Customs Vigilance
- They made a clear evocation of Tequila by using the letters “TQL” on the front label.



Infringement cases in the EU

- Destruction of almost 25 000 liters of fake “tequila” in Hamburg, Germany, (Hetlingen)



Infringement cases in the EU

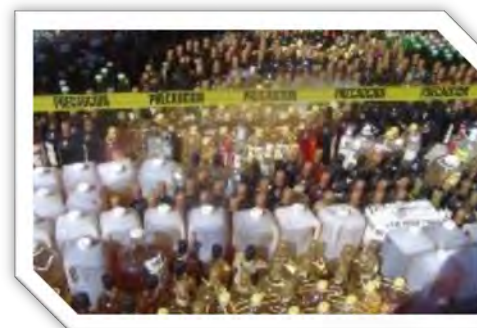
- Destruction of almost 25 000 liters of fake “tequila” in Hamburg, Germany, (Hetlingen)



National and International Actions Against Unfair Competition

FECHA	LUGAR	CANTIDAD L	OBSERVACIONES
15.03.2002	Guadalajara	250 000	5 Isotanques a Francia
10.02.2003	San Diego, CA. USA	3 960	El Pícaro
11.04.2003	Guadalajara	101 587	Varios más 1 pipa
20.05.2004	Guadalajara	220 134	Diversos
02.03.2005	Guadalajara	37 000	Diversos
13.09.2005	Nuevo Laredo	7 455	Aduana
27.04.2006	Guadalajara	30 265	Diversos
04.12.2007	Hidalgo	30 128	Diversos
27.08.2007	Veracruz	24 490	Destilado de agave
15.06.2008	Montevideo Uruguay	3 380	Optimo
29.08.2008	Lituania	960	En mercado
30.09.2008	Creta, Grecia	1 800	En mercado
10.12.2010	Guadalajara	20 000	Diversos
07.11.2011	Guadalajara	20 000	Diversos
18.05.2012	Guadalajara	65 000	Diversos
16.07.2014	Guadalajara	60 000	Diversos
02.12.2014	Guadalajara	65 000	Diversos
10.12.2015	Hetlingen, Alemania	24 700	Aduana
15.03.2016	Guadalajara	2 537 235	Decomisado por COFEPRIS en distintos puntos del país.
12.12.2017	Valparaíso Chile	11 340	Aduana
23.03.2018	Guadalajara	42 892	Diversos
21.10.2020	Guadalajara	199 000	Evento FGR
	TOTAL	3 772 326	

Destructiones en el extranjero



AUTHORITIES
☙ S.E.
☙ PROFECO
☙ COFEPRIS
☙ SAT
☙ IMPI
☙ FGR
☙ GOBIERNO ESTATAL



Thank you!

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