

How The Gringos Stole Tequila

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'How the Gringos Stole Tequila' Tells the Complex Story of ...

HOW THE GRINGOS STOLE TEQUILA THE MODERN AGE OF MEXICO'S MOST TRADITIONAL SPIRIT. by Chantal Martineau RELEASE DATE: May 1, 2015. A brief glimpse into the increasing gentrification of tequila. Widely published food and travel journalist Martineau makes her nonfiction debut with this ...

How the Gringos Stole Tequila: The Modern Age of Mexico's ...

How the Gringos Stole Tequila traces the spirit's evolution in America from frat-house firewater to luxury good. But there's more to the story than tequila as upmarket drinking trend. Chantal Martineau spent several years immersing herself in the world of tequila--traveling to visit distillers and agave farmers in Mexico, ...

How the Gringos Stole Tequila : The Modern Age of Mexico's ...

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.

How The Gringos Stole Tequila - s2.kora.com

How the Gringos Stole Tequila The Modern Age of Mexico's Most Traditional Spirit by Chantal Martineau and Publisher Chicago Review Press. Save up to 80% by choosing the eTextbook option for ISBN: 9781613749081, 1613749082. The print version of this textbook is ISBN: 9781613749050, 1613749058.

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How the Gringos Stole Tequila addresses issues surrounding the sustainability of the limited resource that is agave, the preservation of traditional production methods, and the legal constructs designed to protect tequila from counterfeiting. It examines the agave advocacy movement--made up of agave growers, ...

How The Gringos Stole Tequila

Tequila is one of the fastest-growing spirits categories in America, the margarita the country's most popular cocktail. But no longer is it only cheap party fuel—it has become America's luxury sipping spirit. How the Gringos Stole Tequila eloquently traces this extraordinary evolution.

How the Gringos Stole Tequila, with Chantal Martineau ...

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How the Gringos have Stolen our Tequila? | Tequila

How the Gringos Stole Tequila is the sort of book title that speaks for itself. "It was kind of tongue-in-cheek," author and culinary travel writer Chantal Martineau recalls of suggesting the ...

HOW THE GRINGOS STOLE TEQUILA | Kirkus Reviews

How the Gringos Stole Tequila, with Chantal Martineau April 20, 2017 / chny / Program Summaries. By Ellen Schnepel. Chantal Martineau, a food, drink, and travel writer, led us back in time on a journey to discover the popular culture of tequila.

How The Gringos Stole Tequila

Once little more than party fuel, tequila has graduated to the status of fine sipping spirit. How the Gringos Stole Tequila traces the spirit's evolution in America from frat-house firewater to luxury good.But there's more to the story than tequila as upmarket drinking trend.

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How the Gringos Stole Tequila by Chantal Martineau: Review ...

At first glance the title sounds scandalous but I mean – This comes from a book that really is a homage of the same title in English – “The Gringos Stole Tequila: The Modern Age of Mexico’s Most Traditional Spirit” written by a Canadian Chantal Martineau in 2015.. This time we will not talk about chocolate, or chewing gum, or avocado, or color television, etc. but of a marketing ...

How the Gringos Stole Tequila: The Modern Age of Mexico's ...

How the Gringos Stole Tequila traces tequila's evolution from frat-house firewater to luxury good. Author Chantal Martineau immersed herself in the world of tequila over the last five years, traveling to distillers in Mexico, attending tastings and seminars around the United States, and meeting with tequila experts and even academics who have studied the spirit.

How the Gringos Stole Tequila: The Modern Age of Mexico's ...

How the Gringos Stole Tequila eloquently traces this extraordinary evolution. As Chantal Martineau makes clear, there's far more to the story than an upmarket trend s Tequila is one of the fastest-growing spirits categories in America, the margarita the country's most popular cocktail.

How the Gringos Stole Tequila: The Modern Age of Mexico's ...

In How the Gringos Stole Tequila, for instance, Martineau argues that, even though tequila has always been a dual citizen, there are some export-inspired practices that are bad for the land, its ...

How the Gringos Stole Tequila: The Modern Age of Mexico's ...

How the Gringos Stole Tequila traces the spirit's evolution in America from frat house firewater to luxury good. But there's more to the story than tequila as upmarket drinking trend. Chantal Martineau spent several years immersing herself in the world of tequila—traveling to visit distillers and agave farmers in Mexico, ...

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How the Gringos Stole Tequila | Chantal Martineau ...

It's the crime of the century and Chantal Martineau's How the Gringos Stole Tequila: The Modern Age of Mexico's Most Traditional Spirit explains exactly how they got away with it. The real questions you're left debating are whether that theft was the fruit of circumstance and whether the damage can be repaired.

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