

How The Gringos Stole Tequila

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Buy How the Gringos Stole Tequila by Chantal Martineau (ISBN: 9781613749050) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

[How the Gringos Stole Tequila: Amazon.co.uk: Chantal ...](#)

A definitive look at the evolution of North America ' s only truly native spirit. 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.

[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

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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.

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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...

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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...

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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 thoroughly researched study of what appears to be a ...

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How the Gringos Stole Tequila, with Chantal Martineau. Chantal Martineau, a food, drink, and travel writer, led us back in time on a journey to discover the popular culture of tequila. The voyage, by default, takes us to Mexico and begins with pulque, the ancient Aztec beverage.

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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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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.

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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, distillers, bartenders, importers, and scholars—that has grown up alongside the spirit ' s swelling popularity.

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