

Here is the terroir.

Now who's going to plow it?



500 years ago *Vitis vinífera* arrived to America



- 1520. The catholic missionaries demand the precious wine for the holy mass, then the first vineyard was established.
- 1524. The conquerors asked for 50 plants for each "Indio"

**1595. Felipe II asked to stop
wine production.**

**XIX the Philoxera, and the
american rootstocks.**

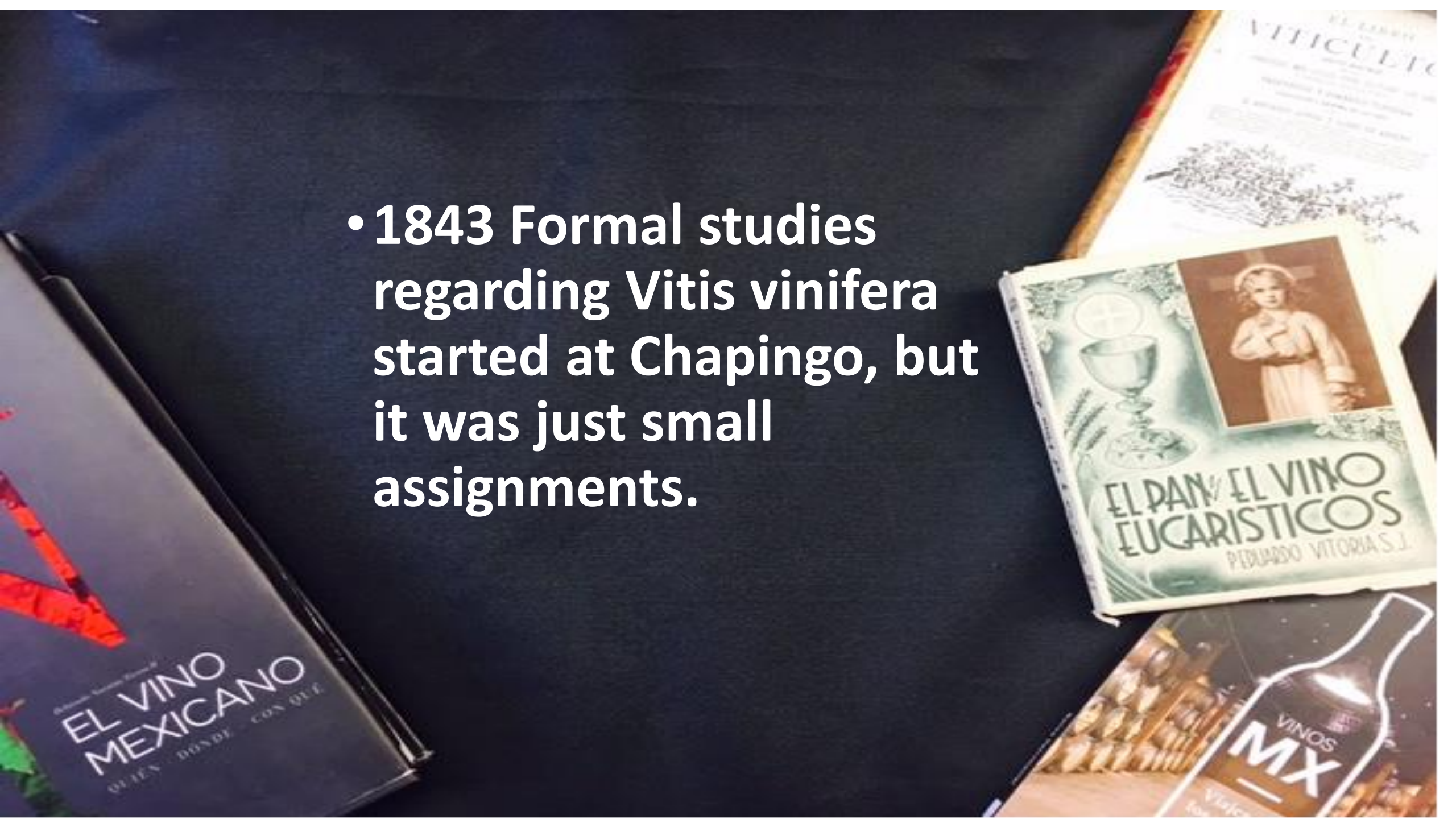


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- 1843 Formal studies regarding *Vitis vinifera* started at Chapingo, but it was just small assignments.



Mexico

- 2 million hectares are suitable for grape cultivation
- 160,000 are ideal for grapevine
- 4,000 are producing wine
- Only 3 out of 10 wine glasses in Mexico are served using mexican wine
- The Annual consumption per capita is 750 ml (growing rate 8%)



Who?

Grapevines stress like no other plants,

Wineyards and wineries generate job opportunities for the locals

Promoting sustainable development for persons, ecosystems and economy

Create the chance to include small towns in tourism circuits

Promotes the sense of pride in the community

...and give us the chance to find comensality

But.. **WHO** can make the difference?



Anáhuac University Mexico



Tourism and Gastronomy Faculty

- More than 40 years
- 5 Bachelors
- 2 Master degrees
- 1 Doctorate



Our own wine



- 5 years ago Viñedos Azteca in Querétaro
- Gave Anáhuac University 2,000 m₂
- Students take care of the vineyard and make wine
- Improving the skills and knowledge around wine

Dr. Francisco Madrid signing









This year will be our first 'vendimia'









Ana, Berenice, Miranda, Coral, Brenda, Pi
Andrés, Carlos, Ivan, Alejandro, Ana, Berenice
Andrea, María José, Francesca, Andrés, Ca
Miranda, Coral, Brenda, Fabiola, Andrea, Mir
Alejandro, Ana, Berenice, Miranda, Coral,
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Francesca, Andrés, Ca
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Miranda, Coral, Brenda
Alejandro, Ana, Berenice

Secundum V
LATE HARVEST

Reserva
2013



Ana, Berenice, Miranda, Coral,
Andrés, Carlos, Ivan, Alejandro, A
Andrea, María José, Francesca, A
Miranda, Coral, Brenda, Fabiola, An
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Fabiola, Andrea, María J
Miranda



The best and
only way to learn about
enology...

- Is doing it



...and we will keep looking for improvement....

¡Gracias!



• Gasterea



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