

Top 5 Biggest Myths About Tequila

Tequila has rapidly become a spirit of choice for many Millennial professionals looking for sophisticated, complex flavors and memorable experiences. As more people explore this dynamic liquor, it's essential to separate fact from fiction. In this guide, we'll debunk some of the most persistent myths about tequila, shedding light on what makes this beverage so intriguing and diverse.

Tequila is only for shots and margaritas

While tequila shots and margaritas are popular and iconic, they only scratch the surface of what this versatile spirit can offer. High-quality tequilas, especially those labeled as "100% agave," can be savored neat, similar to a fine whiskey. Tequila can also be the star ingredient in a variety of cocktails that highlight its unique flavor profile. So next time, swap out your usual spirit for tequila in an Old Fashioned or a Martini.

3 All tequila tastes the same

Just as with wine or whiskey, the flavor profiles of tequila can vary widely based on factors like the agave's origin, the distillation process, and the aging period. Blanco tequilas offer pure, unaged agave flavors, while reposado and añejo tequilas bring nuanced notes from being aged in oak barrels. Exploring different brands and styles can reveal a world of diverse flavors and experiences.

2 Tequila causes terrible hangovers

The notion that tequila has a unique power to deliver the worst hangovers isn't inherently accurate. Like any other alcoholic beverage, the sugar content and the amount consumed play significant roles. Cheap tequilas often contain added sugars and other additives, which can contribute to those dreaded mornings-after. Opt for high-quality, 100% agave tequila to minimize the risk of hangovers. Moderation and hydration are also crucial.

4 Tequila is only made in Tequila, Mexico

While the town of Tequila in the state of Jalisco is famous for its production, tequila can actually be produced in several states within Mexico. The official appellation of origin allows for tequila production in Jalisco and select areas of Guanajuato, Michoacán, Nayarit, and Tamaulipas. This broader production region contributes to the variety and richness of tequila available on the market.

5 Tequila is a cheap spirit

The perception of tequila as a low-quality, inexpensive liquor is outdated. Today's market features many premium and luxury tequilas that rival the finest spirits in the world. In fact, the most expensive bottle of tequila sold in the last five years was a one-of-a-kind "Pasion Azteca" bottle, which fetched a staggering \$3.5 million. Investing in a high-quality, well-crafted tequila can offer an exquisite and refined tasting experience.

If you're fascinated by the truths behind these tequila myths and want to dive even deeper into the world of tequila, we have just the thing for you!

If you're ready to take your knowledge to the next level, enroll on our website in our Tequila Tastemaker: Stand Out With Tequila Expertise on-line course. This intermediate-level course takes your from Novice to Tequila Specialist.