



CarlPI Regional Event



Belize City, March 18, 2026

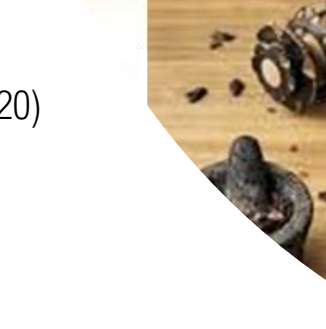


AO's in México

México has 19 Appellations of Origin (16 agroindustrial & 3 artisanal)

➤ 23 Mexican States + 500 000 Families

- 1) Tequila (1974)
- 2) Mezcal (1994)
- 3) Talavera (1997)
- 4) Coffee from Veracruz (2000)
- 5) Bacanora (2000)
- 6) Amber from Chiapas (2000)
- 7) Sotol (2002)
- 8) Mango Ataulfo del Soconusco from Chiapas (2003)
- 9) Coffee from Chiapas (2003)
- 10) Charanda (2003)
- 11) Vanilla from Papantla (2009)
- 12) Habanero Chile (2010)
- 13) Rice from Morelos (2012)
- 14) Grijalba Cacao (2017)
- 15) Chile from Yahuallica (2018)
- 16) Raicilla (2019)
- 17) Pluma Coffee from Oaxaca (2020)
- 18) Olinalá Lacquers (2022)
- 19) Café de Nayarit (2026)



GI's in México

México has 34 Geographical Indications



NOM-006-SCFI-2012-Alcoholic Beverages-Tequila-Specifications – Tequila Categories and Classes

2 CATEGORIES

TEQUILA

- Made with a minimum of 51% sugars from Agave *tequilana* Weber blue variety and 49% other sugars.

It can be bottled outside the territory protected by the AOT.

TEQUILA 100% AGAVE

- Made 100% with sugars from Agave *tequilana* Weber blue variety.
- “Bottled at Origin”

5 CLASSES



Minimum 2 months of aging



Aged for at least one year.



Aged for at least three years

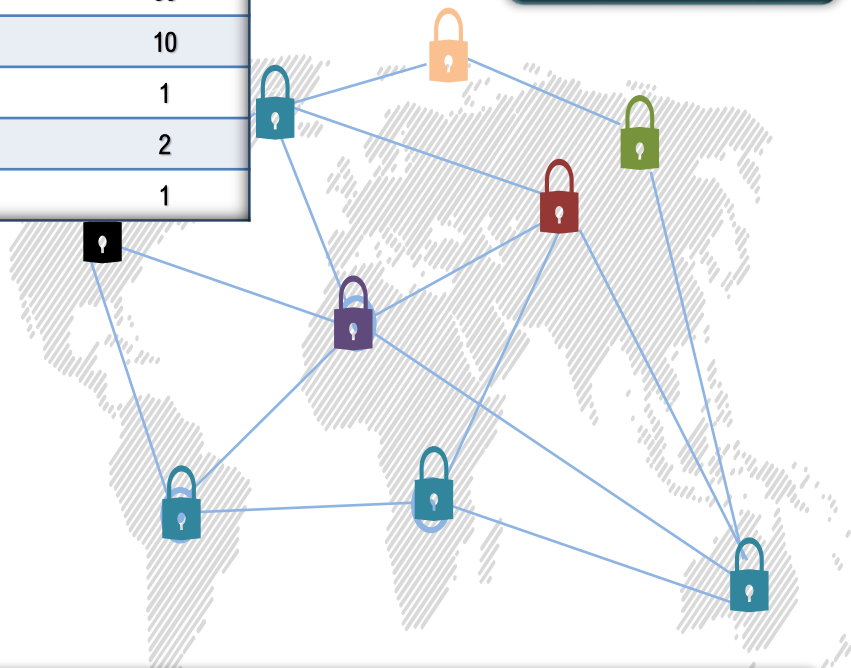
International Cooperation Agreements



Tequila Protection: 58 countries across 5 continents.

CONTINENT	Number of Countries
AMERICA	14
EUROPA	30
ASIA	10
AFRICA	1
OCEANIA	2
EURO-ASIA	1

• 58 Countries



• 97.5% of protected Tequila destinations

GLOSSARY

CM= Certification Mark
 AO=Appellation of Origin
 CoM=Collective Mark
 T=Trademark

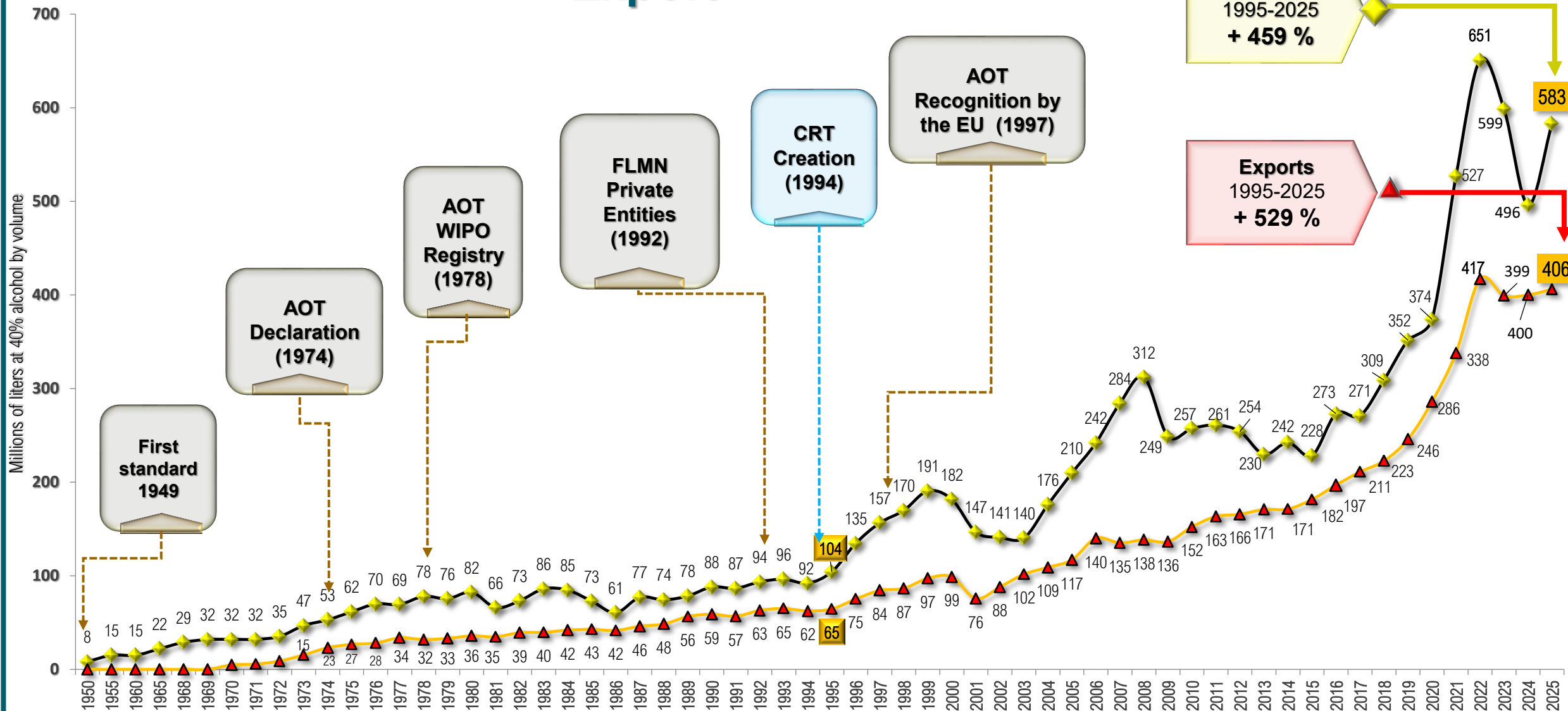
PGI=Protected Geographical Indication
 GI= Geographical Indication
 DP= Distinctive Product

COUNTRY	REGISTRATION FIGURE	YEAR
CANADA	CM	1979
SOUTH AFRICA	CM	2004
CHINA	CM / AO	2006/2014
EUROPEAN UNION	CoM / PGI	2008/2019
URUGUAY	AO	2008
HONDURAS	AO	2009
COSTA RICA	AO	2009
PANAMA	AO	2009
PARAGUAY	T	2009
ECUADOR	AO	2009
COLOMBIA	AO	2010
THAILAND	AO	2012
RUSSIA	AO	2012
AUSTRALIA	CM	2012
NICARAGUA	AO	2012
CHILE	AO	2012

COUNTRY	REGISTRATION FIGURE	YEAR
INDIA	AO	2013
EL SALVADOR	AO	2014
PHILIPPINES	CoM	2014
MALASIA	GI	2015
BRAZIL	GI y DP /AO	2016/2019
INDONESIA	GI	2016
UNITED STATES	CM	2017
HONG KONG	CM	2019
UNITED KINGDOM	CM	2019
GEORGIA	CoM	2019
SINGAPUR	CM GI	2020 2024
NEW ZELAND	CM	2020
UKRAINE	CoM	2020
VIETNAM	GI	2022
GUATEMALA	AO	2023
UNITED ARAB EMIRATES	T	2025



Milestones - TOTAL Production and historical Export





The Tequila Route



World Heritage Site: Agave Landscape and Ancient Industrial Facilities of Tequila



The Tequila Route

Services and experiences offered



The Tequila Route

VISITOR TURNOUT



1 MILLION 164 THOUSAND VISITORS

ECONOMIC SPILLOVER



OVER 400 MILLION PESOS

Tequila Lab

More than 4,500 square meters of construction.

- Temporary exhibition hall.
- Permanent exhibition hall.
- Shop and cafeteria.
- Library and auditorium.



- CRT Council Room.
- Classrooms and workspaces.
- Activities terrace.
- Agave Garden.





THANK YOU

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