

COMUNIDAD

AGAVE SPIRITS FROM FAMILY DESTILERÍAS

preserving the culture that distills great spirits from the wonderful agave



An ear of corn, a grape, grains of barley/rye/wheat, sugar cane: they all take about 4-8 months to mature, and they are relatively simple. Agaves are large complex plants that take at least 8 and up to 15 years to mature, sometimes more. They grow in difficult climates and terrain, mostly at high altitudes, with long periods without rain. They struggle. **No wonder they yield such complex spirits.** They're not easy to work with, much less distill.

There's more. Humans and agaves have a very long history of coexistence. Before the development of corn, agaves were what indigenous humans lived on: roasting the hearts, drinking the sap, weaving the fibers into cloth, conceiving it as part of what created the world. Artisanal distilling of agaves means working with plants that have been a major part of the distiller's culture for thousands of year. It's part of the distiller's life. The distillery is part of the distiller's house. The distiller is part of a close-knit community, and sells spirits to his neighbors. **All this shows up in what the distiller creates. It's why it's so deep.**



Distillation is concentration and purification of what's in the still. The equipment is simple: how it's used is what can make a spirit great. Harvest, roasting, milling, fermentation, distillation: the distiller is using both his hands (= skill) and a profound, almost inherent understanding of the plant itself. **Great artisanal distillers have an understanding that's close to instinctive.** They know what to do without thinking about it. When you're watching, it looks completely natural.

COMUNIDAD is about keeping this alive, about deflecting the pressure to commoditize the product (which would mean commoditizing the culture from which it comes). Modernization means doing to agave spirits what happened to whiskey, cognac, rum. Let's not do that.

Let's keep a great thing going