

·CUENTACUENTOS®

EXTRAORDINARY MEZCALS... AND EL BARRO



ALEJANDRINA ARAGÓN HERNÁNDEZ

Making great artisanal mezcal happen out in the market is not just about finding talented distillers. It's about doing business with them in a way that **keeps this beautiful human activity alive**. It's simple things: respecting tradition, dealing empathetically, helping humans make enough money so that their kids don't go to L.A. to find work.



JUAN REY GONZALEZ RAMIREZ

Read Spear has brought on some wonderfully talented distillers, but his real accomplishment shows up in these photos: making his dream their dream too: keeping alive what they love, what they give their hearts to. It's about work and community and a culture. It's about treating humans the way humans should be treated.



CARLOS MENDEZ BLAS & A GROWER



MAXIMILIANO "SERAFIN" GARCIA GERÓNIMO



ÁNGEL CRUZ ROBLES



AGAVE TOBALÁ

