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Zapopan, Jalisco, October 02, 2023

# CIRCULAR

## TO ALL ASSOCIATES:

The Tequila Regulatory Council A.C. (CRT), disclaims any advertising that points out and/or speaks to the detriment of our national drink par excellence, it is important to specify that ALL duly CERTIFIED tequila that is marketed in the world complies with the laws and regulations that apply to it and is inspected, analyzed and certified by the CRT.

Since 1994, the Tequila Regulatory Council is the organism accredited and approved by the Mexican Government to inspect and certify the tequila produced in the territory of the Appellation of Origin. Since its creation, the CRT has as its objectives: to safeguard the Appellation of Origin Tequila, both nationally and internationally, ensure compliance with its Official Mexican Standard (NOM 006-SCFI-2012), guarantee the consumer the authenticity of the drink and generate timely and truthful information to all the sectors of this chain productive.

Thanks to 29 years of joint and coordinated work between the Tequila Regulatory Council A.C., all the members of the Agave Tequila Productive Chain, and with the Mexican authorities; TODAY, tequila is recognized in 57 countries and its main indicators, agave consumption, production and export, have increased by more than 500%.



Currently there are those who misinform and profit from the information of companies and their brands, creating confusion in consumers, making them believe that the use of mellowing ingredients or additives in tequila is something bad, incorrect or unhealthy, a situation that is not the case, since in Tequila, its use is duly regulated, inspected and certified based on national and international standards, complying with all quality and safety standards.

Mellowing process are not strange to the production of spirit drinks (brandy, ron, among others) and in the case of tequila this process is regulated by the Tequila Standard, since the use of any of the 4 permitted mellowing ingredients by the standard should not be greater than 1% in relation to the total weight of the tequila before packaging and the producer must keep the corresponding records of the raw material used, without this meaning that there is an obligation for the producer to declare on the label the use of any of these ingredients, nevertheless, if a component other than these is used and that is duly permitted by the Secretary of Health, in these cases NOM 006 of Tequila contemplates it and regulates it in section 6.1.1.1, which literally says:

“6.1.1.1 When the tequilas defined in sections 4.34.1, 4.34.2, 4.34.3, 4.34.4, 4.34.5 are added with sweeteners, coloring, aromatizers and/or flavorings permitted by the Ministry of Health in order to provide or intensify their color, aroma and/or flavor, the total reducing sugars shall have a maximum limit of 75 g/L, according to the NMX-V-006-NORMEX and their dry extract shall have a maximum limit of 85 g/L, according to the NMX-V-017-NORMEX (see chapter 3, References). For purposes of this paragraph, compliance with Sub-section 11.1.c) is required. The use of any of the mellowing additives to which section 4.1 of this NOM refers must not be more than 1% in relation to the total Tequila weight before it is bottled. The producer must keep the corresponding records of the raw material used.”

## **11 Commercial Information**

### **11.1 Labeling**

**¿What does the Tequila Standard establish about the mellowing additives? NOM-006-SCFI-2012, Alcoholic Beverages-Tequila-Specifications defined as “abocantes” in Annex “A”, and refers to:**

#### **4.1 Mellowing**

Procedure to soften the flavor of the Tequila, through the addition of one or more of the following ingredients:





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- Caramel coloring
- Natural oak or Encino oak extract (holm or holm oak extract).
- Glycerin
- Sugar-based syrup

- c) In the case of the tequilas referred to in section 6.1.1.1 of this standard, the name of the flavor(s), added aromas or the one that predominates in the product, the name of the color, if applicable, must also be declared. The name of the color must appear and may be incorporated anywhere on the label or container...”

The CRT, as the Tequila Conformity Assessment Body, DOES NOT SHARE the opinion of those who point out that the use of mellowing ingredients “compromises the quality of the drink”, and does NOT grant any distinctive seal or sign related to this issue. We reiterate that TEQUILA certified by the CRT is guaranteed to be a SAFE and AUTHENTIC product.

Today, there is a range of options with over two thousand brands available for consumers. The Tequila Regulatory Council, as an impartial technical body through certification, offers consumers, certainty, veracity.

SINCERELY

Mtro. Ramón González Figueroa  
Director General  
Consejo Regulador del Tequila A.C.

