

# The MEZCAL - TEQUILA COURSE



THREE DAYS OF EXPERT INSTRUCTION  
WRT AGAVE-BASED DISTILLED  
BEVERAGES

[WWW.BDASTESTING.COM](http://WWW.BDASTESTING.COM)

**AUGUST 1st - 3rd - 2023**

The course for distillers to learn about the vast MEZCAL FAMILY & ALL ITS CLASSES - FROM AGAVE to FINISHED SPIRITS WITH SPECIFIC TEQUILA PRODUCTION MASTERY COVERED THIS TIME

## THE COURSE

**AUGUST 1st-3rd 2023**

### MEZCAL - FOR MASTER DISTILLERS

This is a class sponsored by the educational division of Brewing and Distilling Analytical Services, LLC.  
- Brewing and Distilling Educational Services -

#### LOCATION

THE COURSE IS HELD IN LEXINGTON, KY

**AUGUST 1st-3rd, 2023 (Tue-Thurs)**

#### ENROLL SOON\*

**Note: Limited to only 16 spots/session**

**PRICE - THREE DAY SESSION - \$2350 or \$2100 (Alumni rate if full payment made Early\*) Inclusive~**

~Course payments include all course materials, books, tastings, demonstrations, 3 lunches and a certificate of completion from BDES. \*DISCOUNTS APPLY FOR STUDENT ALUMNI and MULTI-PARTY REGISTRATIONS

\*Must Reserve a spot by May 31st, 2023

ALL Our Courses fill fast so get your deposit in NOW! First Come First Served, then Reserve List opens up. Enrollment Form [Here](#)

NON-REFUNDABLE DEPOSITS (\$375) COLLECTED UNTIL CLASS IS FULL (16 PARTICIPANTS MAX)  
FINAL PAYMENT DUE BY May 31st, 2023  
INSTALLMENTS POSSIBLE UNTIL PAID IN FULL

Fees non refundable but transferable - call for details.  
SPRINGHILL SUITES BLOCK BOOKING RATES END SOON!  
Code provided upon acceptance on course roster!

\*Please request a Course application form from Gary or Tony - see contact details to the left. Or as found on the seminars/classes pages at [www.bdastesting.com](http://www.bdastesting.com). Once accepted for the class an Invoice will be issued for the deposit - once payment is received your place is reserved for this course & secured following the final payment now due by May 31st, 2023 at the latest.



**Older saying: Tequila is MEZCAL. NOT all MEZCAL is Tequila. But things are a changing!**  
However, we still note that Tequila has no worm!

### A HIGHLY REQUESTED REPEAT COURSE, PLUS MORE TEQUILA PRODUCTION MASTERY

First offered in March 2022, the course was run by Dr. Ana with Marco in attendance. The three Irish Whiskey Course Instructors were also present and Marco contributed much to the course, which prompted the request for more actual production details. So, now Dr. Ana will cover all matters Agave and the Mezcal and then, award winning Tequila master and tequila production book author, Marco will teach us how to make and market Tequila. And the limits of making agave syrup-based spirits if you are distilling outside of Mexico. Books from both these masters will be included in the course package.

## COURSE CONTACTS

BDAS, LLC - T : +1 (859) 278.2533

See: [www.bdastesting.com](http://www.bdastesting.com)

Tony Aiken

Course Development Facilitator & BDES Instructor

[tony@bdastesting.com](mailto:tony@bdastesting.com)

Find us here.



[Google](#)  
[Maps](#) or  
[Map Quest](#)



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# COURSE OUTLINE

DAYS

MEZCAL /  
TEQUILA COURSE

AUGUST 2023

## THREE DAYS of AGAVE APPRECIATION and MEZCAL TRAINING / TEQUILA MAKING

The course will be taught by two leading expert instructors this round (biographically detailed on the next page) and includes three full days of instruction from 9.00AM until 5.00PM with a lunch provided each day.

A cocktails tasting reception or training session *may* also be a feature of the course program.

The team of instructors and staff from BDES will also be involved in teaching and preparation of the sensory materials used during the program. Full details of the course appear below.

DAY 1 - Introduction, AGAVE & Styles

DAY 2 - Production, Distillation, Packaging & Sensory

DAY 3 - How to Produce Tequila

### COURSE OUTLINE (MODULES)

#### Agave, Taxonomy - History & Mezcal Styles

Day One

1. Introduction - Mexican agave distillates: production, markets, and Denominations of origin (DO's) in Mexico (Intellectual property).
2. Mezcal: Complexity in Mexico as wines and distillates are to France. History, definitions, plant diversity and distribution, process and industrialization and laws.
3. Agave spirits origin and brief history - Agave spirits taxonomy: history and new entrants. Nationalism and tequila and the mezcal success. Pulque and Sotol will also be introduced in historical context and in comparison to the agave spirits.
4. Agave crops and production systems - Biological diversity and distribution. Historical shortages in agave production. Sustainable practices in agriculture and plant conservation.

#### The Spirits and Their Evaluation

Day Two

5. Mezcal products and Denomination of origin (DO's) in Mexico. Laws, practices, process, and verification (certificates). The four steps in the agave distillates: hydrolysis, fermentation, distillation, and aging. Mezcal vs. Tequila. Mezcal as historical agave distillates: richness, complexity, and rules. Industrial Process, Ancestral and traditional products. NOM's (official rules) for mezcal. Distinction signs from Oaxaca (pechuga, puntas and gusano). Other kind of mezcal: Bacanora and Raicilla. Sotol: following the mezcal process.

6. Tasting session focused on diversity. How to taste? Theory and practice. Taste and Sensory attributes/ballots. As professional and connoisseur: states, cultures, altitudes, species, cultivars and years. Aged products: barrels and glass. Tasting mezcal in a gastronomy context.

7. International market demand. Cocktails: Infamous or market interest? Tasting diversity: Oaxaca, Jalisco and SLP.

#### The Making of Tequila

Day Three

8. Following on from days 1 and 2, the Manufacturing and Quality Control factors involved in Tequila production will be presented: Hydrolysis, Extraction, Yeast/Fermentation, Distillation, Aging/Maturation, Final Preparation and Bottling included. 9. The experience from the early tastings and sensory sessions will now allow for a quality evaluation of key tequila examples. 10. Important physical and chemical QC methods will also be introduced.



Dr. Valenzuela-Zapata will educate us with the full history, science and taste of Mezcal. Outlining the features of the Agave plants, the various species known, via her taxonomic research into this vast group of plants, and how the fructans - storage carbohydrates, and other constituents are ultimately converted into a plethora of flavorful spirit beverages. Attendees will learn every facet of the mezcal topic, including the origins and emergence of its most well known family member - Tequila, along with so much more. The training is hands on and there will be samplings of various classes and brands of this worldwide classic spirit, allowing us to follow the journey of the beverage from agave to glass. Eng. Marco Cedano will instruct on how to produce high quality Tequila, with instruction of a nature not found in many other courses held outside of Mexico. It is an honor for us to have had him accept our invite to join us as it was for us for Dr. Ana to join us in 2022 and agree to return in 2023.



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THE INSTRUCTORS

DAYS

MEZCAL/TEQUILA COURSE

AUGUST 2023

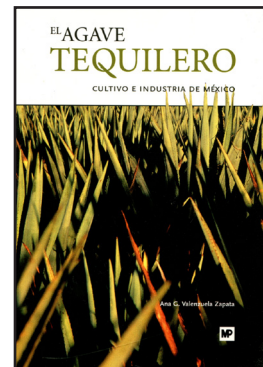
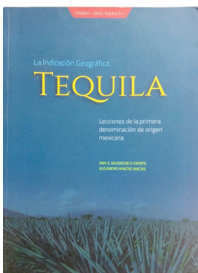
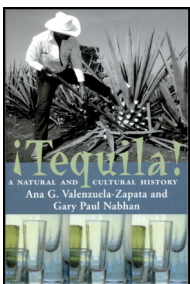
THREE DAYS of AGAVE APPRECIATION and MEZCAL TRAINING / TEQUILA MAKING

THIS COURSE IS BROUGHT TO YOU BY TWO INTERNATIONALLY RECOGNIZED & LEADING EXPERTS IN THE FIELD AND WITH SUPPORT FROM THE TEAM AT BDES

BDES seeks out and invites the leading experts in the field of distilled spirits production to teach in our dedicated classroom. Together with a small enrollment (maximum 16 seats) you can be sure of receiving a quality education with a lot of one on one attention and group discussions included in the program. Various exercises, including a full program of sensory evaluations makes this second run Mezcal-Tequila course, offered in the US, a must attend event. This is a highly requested course and with more emphasis on actual production rather than just appreciation.

Ana G Valenzuela-Zapata

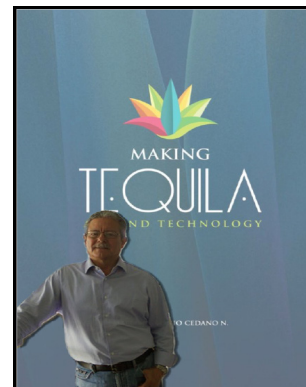
For over several decades Dr. Ana G. Valenzuela-Zapata has established herself as a first-class researcher, taxonomist, educator, and science writer, covering all aspects of agave agronomy, and classification and of mezcal production. Since her doctoral degree days at the Universidad Autónoma de Nuevo Leon Mexico, many outstanding publications – papers and books attest to her expertise and experience. From those research days in Mexico, to now teaching in Brussels, she established the educational project “Agave lessons and Mexican Gastronomy” which is now produced and animated by a Mexican scientist and a consultant in the spirit of agaves; the constructive methods are used as well as the interviews and courses in a podcast broadcast format. As the mezcal industry is run by many small family units and often by women – Dr. Valenzuela-Zapata has also advocated for the role of women in industry and science. She also deals with political issues regarding the production and marketing of mezcal and providing a better understanding of landraces of agaves, conservation efforts, sustainable practices in agriculture, food and industry, and the outreach potential and limitations of the current denomination of origin programs established for mezcal and tequila. Her credentials go far beyond this mere outline and make this second invitation to visit a not-to-be-missed opportunity to learn from the best agave/mezcal expert. We initiated the plan for her to come to the US and teach here in Kentucky in 2022, and as a result it was a not to be missed opportunity by the Beam Institute team to also have her present a keynote at the distillers conference held the same week of our course offering. [See her LinkedIn page for more on her accomplishments.]



We were delighted and honored to have Eng. Marco Cedano attend the course delivered by Ana in March 2022. He and Ana entertained great discussions which added to the full value for the course and he answered many questions related to Tequila and how it is produced. Copies of his excellent book which had been recently translated into English were available for all to see and a copy will be ready for each attendee in 2023. As an award winning maker of excellent Tequilas and well know brands his book and presentation will give key details to those wishing to make Tequila or if not in Mexico, Agave based spirits of integrity and quality.

Marco Cedano began a long and distinguished career in Tequila production as an engineer at Tres Magueyes, a company founded by Don Julio Gonzalez. After a brief spell there he moved into mining and engineering positions but returned to Don Julio in 1983 to work as an engineer. He was elevated there to Master Distiller and Distillery Manager of Tequila. In 1999, Cedano left the company after the Seagrams empire purchased it. The next 11 years saw his involvement in large-scale projects including the building of the first Agave Nectar factory and the first commercial Mezcal factory. 2010 saw the foundation of his first independent brand, Tequila Tromba, in partnership with Canadian and Australian entrepreneurs.

Tequila Tromba has received great acclaim and awards. The Guinness Book of World Records has stated that Tequila Tromba holds the record for the world’s largest Tequila Tasting! Further to his credit Cedano has also written one of the most illustrative books on making tequila, presented now in an English translation which will be used in the course. In bringing each of his three Tequilas to the course in 2022 they were “confiscated” on the Mexican side – a testament to how good perhaps as we believe it was because the customs folks wanted to enjoy such goodness for themselves. Come hear him tell “the rest of the story.” And taste them as we can get in KY now.



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# ACCOMMODATION & THINGS TO DO IN LEXINGTON

<https://www.visitlex.com/>

## WHERE TO STAY & HOW TO FIND THINGS TO DO OUTSIDE THE CLASS

HORSES, BOURBON, CRAFT BEER & MORE

### GETTING TO KENTUCKY - DIRECT FLIGHTS TO LEXINGTON OR TO LOUISVILLE, KY OR CINCINNATI, OH AIRPORTS

**ALLOW 1.5 HOURS DRIVE FROM LOUISVILLE OR CINCINNATI to LEXINGTON**

**From Lexington Airport it is a short drive down Versailles Road to Downtown and to Red Mile Road**

### ACCOMMODATION

#### SPECIAL RATES - BLOCK BOOKING

Springhill Suites Lexington Near the University of Kentucky

863 South Broadway, Lexington, KY 40504. Phone: 859. 225.1500/859.310.6406

We will arrange for a block of rooms to be available at one of the hotels located within a few minutes of the BDAS, LLC and BDES classroom facilities. Once the deposit is received for the COURSE we will issue you a link to make a reservation there should you choose to do so. As courses run sometimes during important Horse Events in Lexington we urge booking anywhere early once you know you are coming. Again contact us for details on these other events.

While we sought out a superb rate for this week at this hotel we can recommend others if requested. Our instructors and previous students have been very impressed with this recently renovated property which is close to many food outlets and breweries. And of course a Starbucks!



#### Other Accommodation Possibilities

Several other suitable hotels are available within a few minutes drive of our facility at Red Mile Road. Airbnb: Vacation Rentals, Homes, Experiences & Places are of course possibilities if you wish to make alternate arrangements on your own.

### INTERESTS

You are of course near the heart of Bourbon Country and should explore many of our distilleries on the Bourbon Trail:

<https://kybourbontrail.com/>

A growing brewery scene also awaits you with at least a dozen places to visit. [https://www.yelp.com/search?cflt=breweries&find\\_loc=Lexington%2C+KY](https://www.yelp.com/search?cflt=breweries&find_loc=Lexington%2C+KY)

Lexington now has a Sake Brewery worthy of a visit: <https://www.thevoidsake.com/>.



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04/14



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