

VIVA VINO!

The Wine Guy's Guy'd to MEXICAN WINE

An Exclusive Marketer's Cruise E-Booklet





Welcome to the Revolution!

Viva Vino!

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A Note from The Wine Guy:

Welcome, Marketer's Cruise guests! You are currently sailing through some of the most exciting waters in the world—not just for the views, but for what's happening on the mainland. Mexican wine is no longer a "best-kept secret"; it is a global contender. This guide is your "no-snobbery" cheat sheet to the regions, the grapes, and the bottles that define this vibrant industry.





The "Big Three" Regions at a Glance:

- ***Baja California***: The powerhouse (90% of production).
- ***The Central Highlands***: High-altitude elegance.
- ***Coahuila***: Home to the oldest winery in the Americas.






“The Napa of the South”

Region: Valle de Guadalupe (Baja California)

Located just south of Ensenada, this region benefits from a Mediterranean climate with cooling Pacific breezes and granitic soils.

- ***What it's known for:*** Bold, experimental blends. Because Mexican wine laws are less restrictive than Europe's, winemakers here are like mad scientists, blending Nebbiolo with Tempranillo or Cabernet with Syrah.
- ***Key Varietals:*** Nebbiolo, Chenin Blanc, and Cabernet Sauvignon.

Featured Wine: The "Baja Blend" (Red)

- ***Description:*** Deep garnet color with intense aromas of dark cherry, leather, and a signature "salty" finish (due to the proximity to the ocean and soil salinity).
 - ***Food Pairing:*** Slow-Roasted Lamb Tacos (Barbacoa). The tannins in a Baja Red cut through the richness of the meat, while the wine's earthiness matches the spices.
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High Altiplano & Bubbles

Region: Querétaro & Guanajuato (Central Highlands)

These vineyards sit at staggering altitudes (up to 6,500 feet), where cool nights preserve the acidity in the grapes.

- ***What it's known for:*** Sparkling wines (Espumosos) and crisp, aromatic whites. This is the "Athematic" heart of Mexico's wine tourism.
- ***Key Varietals:*** Macabeo, Xarel-lo (for bubbles), and Malbec.

Featured Wine: Sparkling Rosé (Traditional Method)

- ***Description:*** Bright strawberry and hibiscus notes with a fine, persistent bubble. It is refreshing, celebratory, and surprisingly complex.
- ***Food Pairing:*** Chiles en Nogada. The creamy walnut sauce and pomegranate seeds are a legendary match for a dry, fruity sparkling wine.



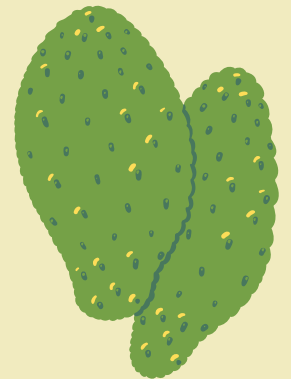


The Historic North

Region: Parras Valley (Coahuila)

Tucked away in the mountains of the north, this is a desert oasis. It is home to Casa Madero, established in 1597—the oldest winery in the Western Hemisphere.

- ***What it's known for:*** Sophisticated, structured reds that can age for a decade or more.
- ***Key Varietals:*** Shiraz, Cabernet Sauvignon, and Chardonnay.




Featured Wine: Mexican Shiraz

- ***Description:*** Full-bodied with notes of black pepper, plum, and a hint of chocolate. It's smoother and more floral than its Australian cousins.
- ***Food Pairing:*** Mole Poblano. The dark chocolate and chili notes in the mole harmonize perfectly with the spicy, dark fruit profile of the Shiraz.

The Wine Guy's Pro-Tip:

When looking at a Mexican wine list, don't look for a specific grape you know. Look for the Region. If it says 'Valle de Guadalupe,' expect a party in your mouth. If it says 'Querétaro,' expect elegance.

Connect With Nick Elliott - The Wine Guy

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-  Host of Pour & Explore Podcast
-  Curating Unforgettable Wine Travel Adventures
-  Keep Wondering and Wandering



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