

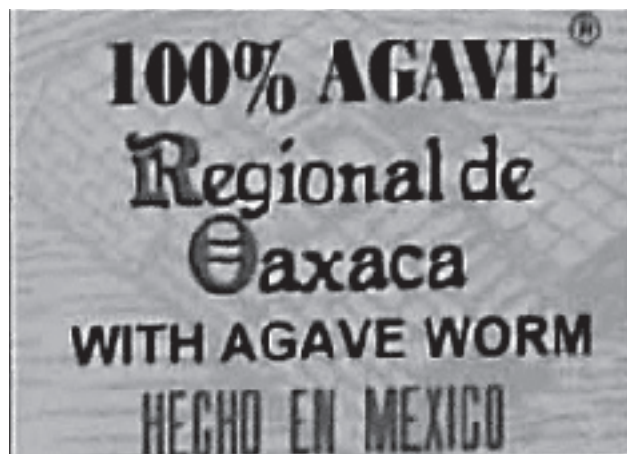
Mezcales

Geographical indications

These are names or logos that inform consumers about the specific quality of a product, associated with its place of origin and manufacturing process. In our country, the use of geographical indications, including the "Denomination of Origin" system, is new and requires further development and greater precision.

It can be complemented with the use of collective and certification marks to help reduce transaction costs in the control of production, quality and safety, for the benefit of both producers and consumers.

By locally producing, processing and packing mezcal produced from 100% agave and distinguished by both geographical origin and identity of species used, the added value will remain in the particular region of



production. This will also increase the emphasis on the quality of the maguey and recognize the work of small producers that create employment in their regions.