

¿Why tequila is named tequila? An approach from the regional economic history

¿Por qué el Tequila se llama Tequila? Una aproximación desde la historia económica regional

CAMELO-AVEDOY, José Octavio†* & RODRÍGUEZ-BAUTISTA, Juan Jorge

Universidad Autónoma de Nayarit, Unidad Académica de Economía. (México) e Investigador Colaborador de la Cátedra UNESCO-Sostenibilidad-UPC.

ID 1° Author: *José Octavio Camelo-Avedoy* / ORC ID: 0000-0002-5722-3032, Researcher ID Thomson: H-3981-2018, CVU CONACYT-ID: 99469

ID 1° Co-author: *Juan Jorge Rodríguez-Bautista* / ORC ID: 000-0002-9306-4884, Researcher ID Thomson: H-9386-2018, CVU CONACYT-ID: 121319

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Abstract

The investigation approaches, in a historical way, the conformation of the tequila region of the state of Jalisco; making the precision that currently said region is composed of the states of Jalisco and the south of the state of Nayarit, derived for the latter's separation from the state of Jalisco. It is exposed that it was the economic and geographical conditions of the analyzed historical moment that offered the circumstances so that the drink known as mezcal or burn water began to be denominated: the mezcal of tequila. A reflective analysis of fundamental aspects is exposed, such as: the independence of Mexico, the merchant port of San Blas, the rugged geography of Plan de Barrancas, the political and economic power concentrated in the city of Guadalajara, the royal road of San Blas -Tepic-Guadalajara passing through the Villa de Tequila and the need to generate a national identity after independence. From the argument of the present work, all the above is combined so that, tequila, it is appointed tequila. Work that reveals a link, non linear, between the aforementioned elements, so that the national identity drink coined that name.

Regional economic history, Mexican independency, Port of San Blas

Resumen

La investigación aborda, de manera histórica, la conformación de la región tequilera del estado de Jalisco; haciendo la precisión que actualmente dicha región se encuentra compuesta por los estados de Jalisco y el sur del estado de Nayarit, ante la separación de éste último del estado de Jalisco. Se reflexiona que fueron las condiciones económicas y geográficas del momento histórico analizado las que ofrecieron la configuración para que la bebida conocida como mezcal o agua ardiente comenzara a ser denominado: el mezcal de tequila. Se expone un análisis reflexivo de aspectos fundamentales, tales como: la independencia de México, el puerto mercante de San Blas, la accidentada geografía de Plan de Barrancas, el poder político y económico concentrado en la ciudad de Guadalajara, el camino real de San Blas-Tepic-Guadalajara pasando por la Villa de Tequila y la necesidad de generar una identidad nacional después de la independencia. Desde el argumento del presente trabajo, todo lo anterior se conjuga para que, el tequila, se llame tequila. Trabajo que revela un encadenamiento, no lineal, entre los elementos anteriores señalados, para que la bebida de identidad nacional acuñara dicho nombre.

Historia económica regional, Independencia mexicana, Puerto de San Blas

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* Correspondence to Author (email: ocameloa@uan.edu.mx)

† Researcher contributing first author.

Introduction

The existence of economic regions are part of the reality of the national economy and the nations of the world; in the particular case of Mexico, where its diversity of climate and production is vast, a variety of economic regions of the most diverse orientation are formed; some of them are so ancient that they go back to the beginning / middle of the colonial period, when Spain had the political, territorial and economic domination of Mexico. This is the case of the region producing maguey, or agave, and tequila in the western half of Mexico, currently made up of the states of Jalisco and the south of the state of Nayarit; but this economic region has its historical reference in the heart of New Galicia, it is a very old economic region. The origin of a drink used by the natives, based on the maguey plant, dates back to the pre-colonial era, but it is until the arrival of the Spaniards, and in the first years of the 1500th century, that the process of distillation it is implemented.

When carrying out a historical analysis, it is possible to observe that the name of tequila, to refer to the drink made with blue agave, is not, for any reason, a spontaneous manifestation or lighting of a producer; but it was several contextual-historical material and dialectical elements that generated the configuration of the historical moment for it to occur.

The document is made up of an initial section called theoretical-analytical pulpit that exposes the method under which the reflection and analysis of the object of study is made, in turn present the theoretical-conceptual, base categories that are used in the writing for Build the explanation and present the findings of the investigation. Likewise, the background section continues, in which the matter concerning the production of the ardent water, the region established from the foregoing and the separation of the state of Nayarit from the state of Jalisco is specified. A third section, makes more detailed explanation about the conformation of the tequila region. The fourth section, makes an analysis of the importance of the real road between the merchant port of San Blas-Tepic-Guadalajara, through the town of Tequila and the role played by the geographical part of Plan de Barrancas in historical contextual construction so that the known drink, simply as mezcal or hot water, will begin to be called: Tequila mezcal.

The fifth chapter, exposes a study of the geostrategic importance of the location of the town of Tequila to serve as a center concentrating the production of mezcal, regardless of whether it was produced, or not, in the town of Tequila. Finally, we present the conclusions to which we arrived from the research.

Theoretical Pulpit – Analytical

The evolution and construction of economic contexts are historical, it allows to establish a process of re-construction of the general conditions of capital accumulation under which a certain economic context was established, that is, it is the material analysis of history what shows this evolution. But before this, should not be drawn, but on the contrary, complement, that the economy, and especially if history is analyzed, is dialectical in nature, is not line under the idea of one to one, it allows to look for multiple contradictions, in its dynamic expression, that configure a certain historical context that results in the emergence of a set of elements that allow explaining the object of study and analysis,

"The importance of dialectical logic (logic of differences and oppositions) mediation between pure formal logic and dialectical analysis of the contradictions in the movement, which has a history ... this same dialectical thinking, wrong situated, little cultivated, it has darkened, its field disappears, or rather seems to disappear, before the pure logic and before the logic of the oppositions, polarities, complementarities, etc. "
(Lefebvre, 2009, p. back cover)

Of this, that when examining an economic element, be it abstract or concrete, in its historical manifestation, certain social relations of production are established that are part of the general conditions of capital accumulation.

"When we speak of a mode of production that is an abstract-formal object, we continue to situate ourselves on a general and abstract level, although the concept of the mode of production already covers, as such, the relations of production, relations, policies and ideological relations ... but these modes of production do not exist or present themselves more than in historically determined social formations " (Poulantzas, 2005, p.21).

However, the conformation of a certain mode of production is not, in itself, immovable in time, but on the contrary, it is dynamic in nature as changing and passable to some mode of production different, both in itself and passable to another, socio-economic history gives evidence of this

"Capitalism as an object of study, evolves as waves of successive and different growth, which in turn go through different phases, some chaotic, others more synergistic, none lasting" (Pérez, 2004, p.217).

And it is in this one, where the concrete exposes eventual manifestations. The economic explanation is not determined unisonously in the abstract, but also is agreed in the concrete relationships of material life; At the same time, the study of economics is expressed in different dimensions; international, national or regional, relations that are gestated and explained in one sense and in another, moving from one economic dimension to another, in a multidirectional manner; On many occasions, the explanation of the concrete economic object entails a driving dynamics in the aforementioned dimensions, transiting from the international to the regional and in the opposite direction, passing through the national.

In view of the above, the explanation of the concrete economic, in turn, becomes a multidimensional and multidirectional consequence of the determined historical moment; no matter what, apparently subjective and limited understanding of reality, the concrete, is manifested in a particular point of the national, or, in the regional. It is specified that the above explained, takes up only the analytical method of the present investigation, which is briefly known as: historical-dialectical-materialist. It is stated, that the method used is quite clear. But, the method is accompanied by conceptual categories to explain and transmit the findings.

When talking about merchandise, reference is made to the set of work in the process of construction of a social satisfaction, that which is of social need to be able to dedicate time and space for its elaboration, in order that what is produced satisfies a human need, since that, otherwise, it would not have the essence that social work was dedicated to the generation of a thing, physical or intangible, without satisfying the social need.

"The merchandise is, in the first place, an external object, a thing apt to satisfy human needs, of whatever kind they may be in. The nature of these needs, the one that springs from, for example, the stomach or fantasy, does not interest Neither is it of interest, from this point of view, how that object satisfies human needs, whether directly, as a means of life, that is, an object of enjoyment, or indirectly, as a means of production" (Marx, 2010, p. 3).

But the object produced, to achieve its character as a commodity, must have a use value that allows it to be exchanged, that is, the transfer of value manifested in a certain production by another production that equally satisfies a human need; in merchandise; it is thus, the manifest form of the exchange of values of the produced thing that establishes the merchandise; It does not matter if the value is represented by coins or by another form of exchange of value.

The production of goods can be observed from different dimensions; one that allows us to see the integration of the different elements that contribute, in whole or in part, to the production of a commodity that can already be used for the satisfaction of a social need, is the dimension of the regional; the region understood as the physical space that from a determined criterion generates elements of homogeneity of production before its regional similarity that marks a heterogeneity with respect to the first, under the selected criterion of study. From the above, the region exists under the comparison, of an element, between the dissipation of the element coined as a homogenizing criterion, with respect to the emergence of differentiated elements. But, when talking about social production, this refers to the social valorization of production,

"The region can not be conceived in itself, that is, the features, whether of homogeneity or heterogeneity, of a region where an infinity of vertical and horizontal relationships are linked are identifiable only if there is an opposite that has different features, or the same features but quantitatively different to the region with which it is compared" (Villa, 2003, p. 23).

The identification of the region, under the object of production, is in any case the manifest form that takes the set of relations that are gestated from production; relationships that are established in the collective, political, cultural and orientation of the productive skills of society.

The above, takes concrete form in the production process and the construction of the merchandise. It is stated that the economic region has two fundamental characteristics: it is the historical-social construction of production and therefore it is dynamic at its most exact possible limit. Two, of origin the region is dynamic, as changing as the process of valorization of social production; it is thus, that the construction and concrete delimitation of the economic region finds its historical limit, even though the region may endure for longer or shorter periods of time, it is of dynamic essence.

The production is the relation that gestates of the man with the nature, is the appropriation of the same one for its transformation that allows to cover a social necessity; appropriation and transformation of nature through the work printed by the muscles and brains of society,

"In the process of production, we find above all the work process, which designates, in general, the relationship between man and nature, but this work process always presents itself in a historically determined social form. in its unity with the relations of production " (Poulantzas, 2005, p. 17).

That is, by itself, the appropriation of nature does not determine, in many cases, the creation of social satisfiers, with a value of use, since production requires a set of appropriations and transformations of nature so that, later, they are integrated among themselves, to give shape to the finished production in its useful form; Observe, then, as a curious fact, that implicit is the social division of labor itself.

The construction of identity, from this perspective, stands on par with the process of appropriation of nature itself; the transformation of the natural elements molds not only the natural physical environment, but at the same time the man who carries out the process of physical transformation of nature is molded; This is how, in its social relationship, for example, man, at the regional level, is an agent of the transformation of his natural physical environment and also agent of social transformation in his region. "Production implies the transformation of the environment and transformation of man, this symbiosis is the context in which social values (ethical, cultural, moral) are characterized, that is, regional identity."

(Gonzalez and Villa, 2002, p.93) is how man, part of nature, and generator of the transformation of it, during the production process, man is the transforming force of himself; it is, in such a way, the origin and result of its own identity transformation. From this, it can be said that the consciousness of man, of himself and his environment, is determined by his material environment, and these first individuals, who are part, and material social group, of a second individuals of the regional social conformation ; of it, the consciousness of man feeds and transforms by himself; regional identity is the transforming result of man by man.

A major challenge in the explanation of the economic, under the aforementioned, is established when the objective of study is the concrete elucidation of the material historical evolution of a commodity, as the convergent point of the multi-dimensional and multi-dimensional. Directional, which in turn transits from one social organization to another, as it was caste, in the Mexican colonial era (or the New Spain), to one of social classes, achieved independence; this, to explain a fundamental question Why Tequila is called Tequila ?.

Background

The city of Tequila, is located north of the state of Jalisco; the municipality of the same name has an adjoining border with the state of Nayarit, which until before 1917 also belonged to the state of Jalisco. When speaking of the tequila region, in terms of historical construction, it does not refer precisely to the city of Tequila, but to the region that, since pre-colonial times, a drink is produced based on the maguey plant; drink of strong flavor and that in excess generates a state of frenzy among its consumers. Said region, historically, covers from the mountainous areas of the state of Jalisco, or Province of the New Galicia during the colonial period, to the high and semi-desert part of the seventh canton of Jalisco, current state of Nayarit.

Today it can be considered a region between northern Jalisco and southern Nayarit. This without ignoring that there are regions of Jalisco interlocked towards the south-east and west that equally produce a drink of the same, or similar, characteristic.

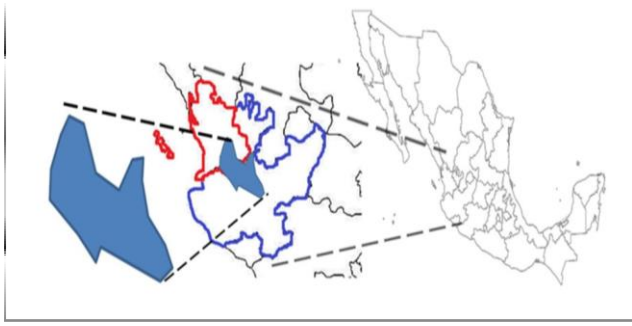


Figure 1 Micro-location of the agave and tequila production region in the north of the state of Jalisco and south of Nayarit; Mexico.

Source: Own Elaboration.

The previous figure shows the region, from the north of the state of Jalisco and south of the state of Nayarit, where there is a combination of economic activities related to the production of the drink that is now known as Tequila; from the production of the maguey or agave plant, to the distillation and embassing process. Here we must reiterate that it is not the only part of Jalisco that has an economic activity similar to the one exposed, since, to the south, east and west, there are municipalities that make this activity one that distinguishes them, just to mention the municipalities of Arandas, Atotonilco el Alto and Tonaya, respectively.

As previously noted, the region has a historical process; on the production of a drink based on a plant with characteristics very similar to what is currently known as maguey or agave, the variant is its size and certain characteristics, dating from pre-Hispanic times,

"The name of raicilla seems to be due to the frequent prohibitions suffered by the distillates, so that the authorities were confused about the true nature of said liquor (...) Today, the tendency to use the word maguey prevails. designate only the larger model, with wider leaves and a darker green color, from the plant from which pulque is extracted, an ancient product resulting from the fermentation of the very sweet mead, called Tlachkititl in the original language of this earth (...) once fermented his name was Teoctli-divine drink- "
(Muriá, 2016, p. 20,21).

The discovery of America, by the crown of Castile, and later its unification with the kingdom of Aragon, to create the kingdom of Spain.

It was essential for the traditional drink elaborated by the native population and that it was part of their rituals, it was not common for the population to consume this drink as part of a daily social development "Its use was carefully monitored and severely punished the excess, to the extreme that repeated drunkenness could even be sanctioned with the death penalty "(Muriá, 2016, p.21) then the arrival of the Europeans brought with them a distillation technique that was used during the production of the agave drink; knows that this technique was coined by the Moors, during the period that dominated the territory that currently corresponds to Spain "However it must have been before the middle of the sixteenth century (...) when the mezcal brandy began to be manufactured by idea and certainly by the work of a Spaniard who longed for the strong drinks that could be cast in the south of the Iberian Peninsula "(Muriá, 2016, p.53)" Tequila is One of the many creations that resulted from the meeting of two worlds began with the first voyage of Christopher Columbus across the Atlantic in 1492, as it results from the miscegenation of a technique that Europeans had learned from the Arab world and used in the Americas with a product native to this land "(Op. Cit., P.47)

In this way one transits to a drink that is also obtained from the agave but with a distillation process in its elaboration, which was given the name of hot water and mezcal (in fact mezcal comes from nahuatl mexcalli, or cooked maguey) as a general name; Remember that we did not even talk about brands or anything similar, but that it was used so that the day laborer, miner, etc. they felt the day less heavy, and even the hot water was used in the Mexican revolution in larger quantities. "Of the role he played in the Mexican revolution and in other war scenarios, when it was distributed in sufficient quantities-it is said that even mixed with gunpowder or marijuana-to exacerbate the spirits of those who would fight "(Muriá, 2016, p.128) this drink was taking great acceptance for such purposes, even for a number of discomforts, was then something like the healing and" energizing "remedy " of the poor. It was not always the refined and even ostentatious drink, in certain brands, which is now known. "Likewise from Tequila they could attend to the anxious gaznates of those who worked in the not so distant, but yes comebacks, mines of Bolaños that both prospered at the end of the XVIII century." (Regulating Council of Tequila, A)

During the course of the time of elaboration of beverages derived from maguey or agave, some techniques were used, according to their historical moment, from the use of the resulting drink in religious rituals, and their cooking of maguey or agave in well on land, until the sophisticated techniques of double distillation, going through the technique of steam cooking and its subsequent extraction in chile mills.

Today, after a history that is more than evolutionary and interesting, the beverages that are the product of maguey, blue agave, wild agave or lechuguilla, are known by different names; is no longer the generic name of hot water or mezcal for all the distillation of the plants mentioned above, now it is known that to make tequila blue agave is the favorite raw material, lechuguilla and wild agave is used for drinks of lesser quality. Here it is worth making a small but significant precision, on agave and maguey, since many readings indicate that they are synonyms,

"Agave is the scientific name given to the maguey by the Swedish naturalist Carlos de Linneo in the mid-eighteenth century (from the Greco-Latin word agavus.) In the Nahuatl language the maguey is called "metl" or "mexcalmetl." The words maguey and agave are The difference is in the use that is given to the plant: aloe (or aloe) is used to make oils or soaps. The henequen (agave fourcroydes) is the one used to produce fibers. Pulque is produced, a fermented drink very popular in Mexico and low in alcohol content (maguey manso or agave atrovirens Kawr.) Agave is the plant whose fermented and then distilled juices produce mezcal or tequila. (FICSA, 2009, p. s/n).

The difference between mezcal and tequila resides with the variety of agave or maguey that is used in its production, and the subsequent reduction of alcohol grades in the beverage for the case of tequila, but not for mezcal. While tequila is produced exclusively, in theory, by the blue agave or tequilana weber agave; The mezcal can use any of 12 other varieties of agave or maguey for its production, you can even use a mixture of agaves to give it a unique taste assembly. It is considered that this is the main difference between tequila and mezcal, although there are those who maintain that another difference, apart from the denomination of origin, is the way of cooking the pineapples during the process of making the drink.

"The third difference is in the process of cooking the pineapples of the agaves, in the case of tequila, it is done in masonry ovens or in autoclaves, while the mezcal process follows more traditional methods and is carried out in conical stone ovens, hence the smoky flavor that gives mezcal such personality" (Lalanne, 2017, p. s/n).

The appellation of origin Initially, to address, briefly, the subject is required to make explicit what is meant by Domination of Origin, here you can consider what Muriá (2016) points out "The geographical name of a country, a region or a locality that would serve to designate a product of its origin and whose qualities or characteristics were exclusively or essentially the geographical environment, including natural factors and human factors" (P. 119); or, others with similar meaning, "We understand as denomination of origin, the name of a geographical region of the country that serves to designate a product originating from it, and whose quality or characteristics are exclusively due to the geographical environment" (Ministry of Economy , A).

About the Denomination of Origin of Tequila (DOT) it can be pointed out that it is relatively young, since its antecedents occur in the dawn of the decade of the 70's.

"Since May 10, 1973 the declaration of protection of the denomination of origin had been made public in the Official Gazette of the Federation and on December 9, 1974 the territory of origin, composed of all the states of Jalisco and various municipalities of Guanajuato (six), Michoacán (29) and Nayarit (eight)." (Miriá, 2016, p. 121).

The municipalities, of each of the above-mentioned states, that comprise the denomination of origin are:

"For the purposes of this declaration of protection is established as the territory of origin comprised by the State of Jalisco, the Municipalities of Abasolo, Manuel Doblado Cueràmaro, Huanimaro, Pènjamo and Purísima del Rincòn, the State of Guanajuato, the municipalities of Briseñas from Matamoros, Chavinda, Chilchota, Churintzio, Cotija, Ecuandureo, Jacona, Jiquilpan, Maravatìo, New Parangaricutiro, Numarán, Pajacuarán, Peribán, La Piedad, Régules, Los Reyes, Sahuayo, Tancítaro, Tangamandapio, Tangancícuro, Tanhuato, Tingüindín, Tocumbo, Venustiano Carranza, Villamar, Vistahermosa, Yurécuero, Zamora and Zináparo, of the State of Michoacán, the

Municipalities of Ahuacatlán, Amatlán de Cañas, Ixtlán, Jala, Jalisco, San Pedro de Lagunillas, Santa María del Oro and Tepic, of the State of Nayarit " (Tequila Regulatory Council, B).

Even though the previous citation shows the initial denomination of origin, it has had slight changes over time, particularly with the expansion of this denomination towards the north-east of the Mexican republic, with some municipalities of the state of Tamaulipas, " On December 9, 1974, it was published in the "Official Gazette" of the Federation of the resolution of the then Ministry of Industry and Commerce, by which protection was granted to the Tequila appellation of origin On September 20, 1976 , Tequilera la Gonzaleña, SA, requested the Directorate of Inventions and Trademarks of the Ministry of Industry and Commerce, the extension of the territory that includes the denomination of origin tequila, to include the municipalities of Altamira, Aldama, Antiguo and nuevo Morelos, Gómez Farías, Llera, Ocampo, Xicoténcatl and González, from the State of Tamaulipas On September 23, 1976, an extract was published in the Official Gazette of the Federation. or of the request referred to in the previous point, under the terms of Article 156 of the Inventions and Trademarks Act (...) and the Municipalities of Aldama, Altamira, Antiguo de Morelos, Gómez Farias, González, Llera, Mante, Nuevo Morelos, Ocampo, Tula and Xicoténcatl of the State of Tamaulipas. " (Tequila Regulatory Council, B)

According to Muriá (2016) it is mentioned that although the production of blue agave in the state of Tamaulipas does not have the same quality as the blue agave production of the rest of the states that are within the area of Denomination of Origin, this denomination has not been revoked.

The tequila region

It is correct to point out that all the municipalities that are integrated in the Tequila Denomination of Origin (DOT) can be considered tequila regions, it is worth pointing out two fundamental aspects, with the exception of the municipalities of Tamaulipas that are within that denomination, since the production of blue agave does not cover the total of the characteristics necessary for production,

"As already mentioned, 11 municipalities of the state of Tamaulipas, on the Gulf of Mexico coast, have been officially added, but such places have not yet been eliminated from the list of authorized sites, thanks to which, as stated, along the border with the United States circulate some local brands that, in the best of cases, their contents are made in Jalisco " (Muriá, 2016, p. 121).

First, this study focuses on the analysis of the relationship that occurs in the state of Jalisco, particularly in the production of hot water, as a process of history to give the name of Tequila to the beverage produced in that state ; here it is worth noting that it should not be forgotten that Nayarit stands as a state until the year 1917, so when referring to the state of Jalisco, before 1917, it is added to that state the territory that is currently part of the state of Nayarit.

Second, the study investigates the regional economic history of the eighteenth and nineteenth centuries to find the thread that led to the hot water produced in Jalisco was coined with the name of Tequila, so for those centuries there is no evidence or reference to the fact that Tamaulipas was an important producer of a drink with the same characteristics as that produced in Jalisco, because of a land property issue that leads the agaves of Tamaulipas to grow in smaller size and different properties compared to the produced in Jalisco. Therefore, this status is not contemplated for the present study.¹

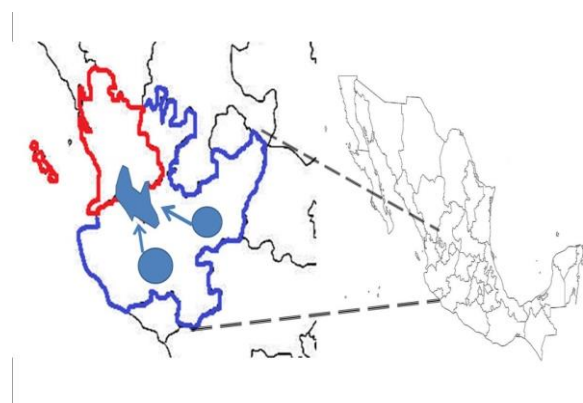


Figure 2 Regions of tequila production in the state of Jalisco for the late eighteenth and nineteenth centuries
Source: Own Elaboration

Within the background, for the end of the eighteenth century and the beginning of the mid-nineteenth century, it is possible to consider the polygons marked as dark colored, which include the northern part of the country, as the regions of greatest importance for the production of hot water or mezcal. state of Jalisco (Tequila, Magdalena, Amatitán, among others), towards the highlands (Arandas, Atotonilco el Alto, Tepatitlán, among others) and to the west-south (Tonaya, Tuxcacuesco, Ejutla, among others).

It must be remembered that for those dates Nayarit still did not exist, but it was the Seventh Canton of Jalisco; Of this, municipalities such as Ixtlan del Rio, Jala, Ahucatlan, Amatlan de Cañas, Santa Maria del Oro, Tepic and Jalisco municipality (now called Xalisco) were part of the state of Jalisco, where mezcal production was also given, in smaller scale.

In this regard it is worth making a spatial reference, although the municipalities of the then, Septimo Cantón de Jalisco, also produced mezcal or brandy, and eventually having better water availability conditions than the Villa de Tequila, there are not many referents or vestiges that they have been large producers of this beverage, it can be said that they did produce, but for some reason the tequila industry, large scale, did not settle in this region, which had better raw material conditions than the one located in the town of Tequila, it can be inferred that the relative closeness with the state capital, Guadalajara, or before it the Intendencia of Guadalajara, had political and administrative influences; since, even, the main way of commercializing hot water or mezcal was the maritime one, exclusively by the Port of San Blas, which is located in the North Pacific of the, then, Septimo Cantón de Jalisco, in recent dates to the fall of empire of Iturbide.

And the route for it was the one that marked the royal road that connected San Blas to Tepic to Guadalajara. Of course it can not be ignored to point out that the region around the Villa de Tequila was, and still is, the one with the highest production of the mezcal or agave plant. From the above, we reach a preliminary preliminary conclusion, namely: The tequila industry, of large scale, had preference to settle in the region of Villa de Tequila, by:

- The relative closeness with the capital of the state or the intendancy of the kingdom of Nueva Galicia (which consists of 3 provinces, included the current state of: Jalisco, Nayarit, Aguascalientes, Zacatecas and Colima) which meant power and political relations, in turn for administrative aspects.
- For being a space where all the production of the regions of Tonaya and Arandas could be covered and accommodated, which necessarily, for those dates, its production had to leave by the Port of San Blas.
- And for being a comfortable space before crossing the tortuous and rugged geographic region of Plan de Barrancas, which was crossed by the royal road of the Port of San Blas-Guadalajara.

That is to say, from the analysis of the authors, were political-administrative conditions, strategic location to capture the production of the regions of Tonaya and Arandas; and the physiographic conditions of the legendary Plan de Barrancas, which converged to determine that the tequila industry would have a greater preference to settle in the Villa de Tequila

The importance of the royal road between the Port of San Blas, the town of Tepic, the town of Tequila and the city of Guadalajara

The importance acquired by the royal road from the Port of San Blas to the city of Guadalajara is predominantly of an economic nature, on which the trade that occurred in the kingdom of Galicia particularly during the period of independence, when the Port of Acapulco is taken by the independentistas, led by Father Morelos, in the year of 1813; This historical antecedent is the one that detonates to the Port of San Blas like the most important merchant port of Pacific during this stage.

"The official history of San Blas, writes Luna (2012) begins in 1768 when in May of that year by order of José de Gálvez the naval department of San Blas is officially declared, which has two main purposes, one political and the another economic: the first had to do with curbing the pirate expeditions that prowled the Nayarit coasts, even causing informal trade activities, and the second purpose was to expand the domain of the crown commercially, making it possible to exchange goods from San Blas with the Californias, with Acapulco and even being able to connect with Asia " (García, 2015, p. 37)

Practically all the commerce of the colony was carried out by the Port of San Blas, so much for the exit as entry of merchandise, and because not to indicate it, some of it by means of the contraband

"In the year of 1810, year in which the independence of Mexico begins, the port of San Blas is taken by the priest José María Mercado, nevertheless the port is recovered at the beginning of 1811, on the other hand Acapulco was being besieged and attacked by Morelos, which caused that in 1813, the year in which Morelos manages to take the port of Acapulco, a real Spanish cedula transfers all the trade to San Blas and confirms it in 1817, from 1811 until 1821 when independence is consummated, it will be San Blas the main port of New Spain in the Pacific, are the years of greatest splendor for the commercial activity of the western region, the Nao of China begins to arrive regularly at San Blas and with it the economic activity from San Blas to Guadalajara reaches an impressive dynamic. " (García, 2015, p. 38).

It is worth noting that even though in 1768, San Blas was declared a naval department, there is historical evidence that this status does not, by itself, lead to San Blas being the most important port of the Pacific as it happened in the period of independence. and a few years after it was achieved, Meyer (1990) mentions that agricultural activity, as it is not profitable, is entrusted to the indigenous people of the region; the landowners of the area were dedicated to livestock, in addition the tobacco plantation stands out as an important activity within the period from 1740 to 1771.

However, Meyer does not mention anything about the commercial activity of the port as a relevant economic activity; of it, by simple elimination, it is deduced that the status of the most important merchant port of the western part of the colony occurs in the period of independence.

All the economic reconfiguration that was experienced during the independence stage entailed transformation of the most diverse nature; Obviously, for the subject of this document, it opened the possibility of exporting the mezcal drink produced in the region under study, but it also brought social transformations, from a caste social structure to another social class.

"During the period from 1810 to 1825 San Blas reached its greatest splendor as a commercial port, while living a social and political crisis, San Blas is used to handle all the commerce of the pacific of New Spain, it becomes a strategic point of economic and political control " (García y Camelo, 2014, p. 1684).

This is how the economic and political power is accumulated by a new class dedicated to trade settled in the city of Tepic and Guadalajara, at that time both belonging to the kingdom of New Galicia and also to the state of Jalisco with independence, the West of the colony and even of nascent Mexico maintains a transcendental commercial predominance, during a period of approximately 10 years.

"However, it is a time of processes of reconfiguration of the structure and economic superstructure, they are the moments of crisis product of the capital / labor conflict, due to the contradictions of the economic system, there is a process of adjustment of the economic structure due to a new positioning or configuration of the class structure, by changing the class structure, changes the superstructure, because the superstructure is always conditioned to the ruling class, at the end of the period of independence, the colonizers cease to be the dominant social class and this is due to processes of adjustment of the economic structure, product of the new class structure of the independent Mexico (...) In this second period the economic structure of San Blas is controlled mainly by two economic agents:

The merchants who use the port for the import and export of goods, and the administrative authorities of the port, which as they do not have adequate supervision by the Crown, they have the opportunity to manage the port with their own interests, including, exposes Cárdenas de la Peña, beginning a stage of corruption regarding the commercial control of the port; the first are those who maintain the economic activity of the western region afloat, and even manage to strengthen the consulate of Guadalajara to try to compete with that of Mexico and even try to transfer the powers of the crown to this city, the economic dynamics of Mexico must be to a large extent to the existing trade of the Pacific, practically exclusive of the port of San Blas " (García y Camelo, 2014, p. 1685).

It is convenient to point out that the decline of the Port of San Blas as a merchant port, was not sudden, but was developed as a process due to the lack of infrastructure for larger vessels, the reopening of the Port of Acapulco in 1816, the beginning of the boom of the Port of Mazatlán, a network of corruption, among some other elements, Meyer (1990) For 1853 to 1853 the commercial life of the Tepic region is determined by the families of the Menchaca, Barrón and Forbes, San Blas is still in operations, having the textilera as the main transportation merchandise.

But with the reopening of the port of Mazatlan in the mid-nineteenth century, annex the operation of the port of Acapulco, San Blas enters a decline as a merchant port which will not overcome, highlights Meyer that in 1873, the president of the republic, Sebastián Lerdo de Tejada requests the closure of the port, however, it does not stop operating until the first quarter of the 20th century. However, throughout the period of independence until 1830-35, it was very convenient to make Tequila mezcal known; here it is worth noting that it is already named as the mezcal from the Tequila region, already opaque to the other regions producing the drink, it was not specifically recognized to the mezcal of the region of Tonaya, Arandas, or even of the Ahucatlán region, which was already past the rugged geography of Plan de Barrancas.

"In this way, we have the mezcal from Oaxaca, the Cotija, the Quitupan, the Tonaya, the Tuxcacuesco, the Apulco, etc. But there is no doubt that the most famous of all is the mezcal de Tequila, whose name is due to an ancient and dynamic population located about fifteen leagues from Guadalajara, on the way from this city to the north is the port of San Blas de Nayarit, on the Pacific coast., and for all the land that corresponded during the colonial era to the Corregimiento de Tequila, the blue agave is very well done, and in many parts there are large and small factories of the prestigious liquor known before the simplification of advertising as mezcal wine of Tequila " (Tequila Regulatory Council, B).

Here takes the Camino Real relevance that served to mobilize all that amount of merchandise that was traded by the booming Port of San Blas, since it left San Blas, passed through Tepic, Ahucatlán, Tequila until arriving at the city of Guadalajara; and, to the latter, goods arrived from all over the colony, and later Mexico, to export / import.



Figure 3 Plan of the Viceroyalty of New Spain 1579. Source: *New Galicia Cartography*, p. 3. Taken from: García, 2006

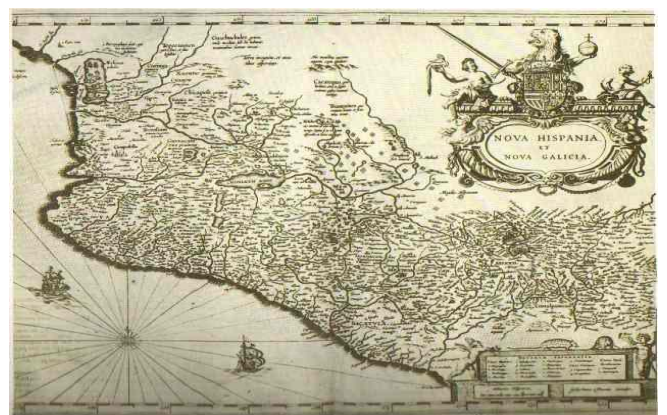


Figure 4 Map of the western zone of the Viceroyalty, coming from the atlases of Janssonio and Blaew (XVI Century). Source: *New Galicia Cartography*, p. 5. Taken from: García, 2006.

After independence, national pride leads to reduce the importation of alcoholic beverages in Europe, an annex to the fact that it was no longer a colony to which trade could impose, this fundamental fact leads Tequila mezcal to increase its demand in all over the country "In 1821, Spanish spirits stopped coming and the Mexican market recovered a lot" (Muriá, 2016, p.72) is how Tequila mezcal also begins to have a greater consumption in the nascent Mexican Republic

"With the consummation of Independence in 1821, the Spanish liquors began to have greater difficulties to get to Mexico, which gave an opportunity for the tequila manufacturers to increase their sales in Guadalajara itself and begin marketing them in Mexico City and all the center of the country. "(Tequila Regulatory Council, A)

But note that it was the mezcal of Tequila, no matter if it was produced in Tequila or any other part of the state of Jalisco, it was the mezcal of Tequila.

"In the shadow of such growth, in 1814 the town of Tepic officially became a city and a trade fair began to take place there, which would greatly contribute to the development of this town and its entire region, which, as Of course, the local demand and the foreign sale of tequila mezcal would also increase "
(Muriá, 2016, p. 71).

What can be considered the preamble of the birth of the name of the drink that is now so well known and demanded in Mexico and other latitudes of the world, the Mexican Tequila.

The village of Tequila, a geostrategic location in the tequila region

The geostrategic location as the bottleneck of all commerce to be Tequila the last villa of relative importance before starting the road to San Blas by the winding and steep trail of mules to pass Plan de Barrancas. Being the bottleneck the entire marketing production, including the fiery water, later called tequila, stopped there. Although the production of agave or maguey occurred in several places in this region (certain territories of Nayarit, Durango, Zacatecas and of course in the highlands and southern Jalisco, until reaching Colima) in the development of mezcal production occurred in the Region of Tequila.

For various specialists (Walton, 1977, De León, 2017) the productive strategy that occurred in the municipality of Tequila determined its industrial and business development. Since in spite of the fact that in the 18th century various agricultural products were grown, such as corn, beans, fruit trees and vegetable and vegetable plantations, the crop that predominated was cane. But by the end of that century, agave crops had already appeared and by the beginning of the 19th century, there were large production volumes and the entrepreneurial organization of tequila production began.

This position of geostrategic that had the municipality of Tequila allowed the development of the tequila industry: the obligatory step of the commercialization of products between the port of San Blas and Guadalajara, the business vision that had some characters who saw the mezcal tequila as a commodity that could be positioned in an increasingly nationalistic market and the demand for it by the populations of the region that were used to drinking this product for centuries.

As a first geostrategic condition, it is the obligatory passage to the port of San Blas for the exit and entry of merchandise. In this sense, the merchants saw with good eyes everything that was produced in the region and very special way a product that could compete with European drinks and especially Spanish ones.

For that case the agricultural production of that region was benefited, since several products were demanded in Guadalajara, being one of the main markets of the West, besides that there was a great commercial struggle with the region Mexico City that always sought to control the trade of the new Spain, in the first instance and after Mexico as an independent country.

Taking advantage of the Port of San Blas as port of entry, allowed Guadalajara to control all commerce and in a particular way, Tequila was able to position its products in that market and distribute it to other parts of the West, as well as to the South and North of the country.

But this commercial development of the municipality of Tequila could not be achieved without the vision of people who saw as viable the development of agricultural products and the generation of demanding goods by the local and national market.

The issue of culture or business vision led to certain products such as tequila mezcal to position it in an interesting local market and I take advantage of the situation of nationalism that arose as a result of independence.

"To talk about the story of José Cuervo is to talk about a whole dynasty in the history of tequila, the first mention of the Cuervo family comes from New Spain, in 1768 with Francisco de Cuervo and Valdés y Suárez, but it is their son José Antonio de Cuervo y Valdés and García de las Rivas and later his sons José Prudencio de Cuervo y Montaña and José María Guadalupe de Cuervo y Montaña, who would be in charge of building Casa Cuervo (...) In 1795 José María Guadalupe de Cuervo and Montaña receives the first Real Cédula, to market the mezcal wine of its production outside the Tequila area, thus formally initiating Casa Cuervo. (...) At the beginning of the 19th century José Vicente Albino Rojas and Jiménez Montaña founds La Rojeña which for 1842 began to stand out for its products with a production that reached 400 barrels per week. In 1849 La Rojeña began to stand out among the ten most important mezcal wine factories." (Casa Cuervo Tradicional, 2018, p. s/n).

This business culture that began to develop in the municipality was thanks to the geographic conditions of commercialization between the port of San Blas and Guadalajara, also, taking advantage of the closeness that was had with the capital and the demand of products such as tequila by rural communities. They used it for their festivities and the search to find a drink that gave them the feeling of rootedness and joy that sometimes they did not have in real life.

Under that geostrategic context, it allowed the municipality of Tequila to stand out over all the other agave producing regions that were identified from the colonial era and that today continue to produce this plant and produce the drink, but they can not call it tequila because they are not inside from the area of the appellation of origin; but even some that produce tequila could not stand out like the municipality of Tequila because of the business culture and the technological and organizational innovation that they implemented to position their product in a region of Mexico at the national level and nowadays having an international market, thanks to that denomination of origin.

Conclusions

Annex to some conclusions that have been exposed, within the writing of the chapters, it is considered convenient to make some conclusions that arise from the integration of the investigation as a whole, not of a particular chapter; which are presented below.

In historical terms, it is known that mezcal drink (origin of tequila) has been produced in different regions of New Galicia; However, the population of Tequila showed, for the end of the 18th century and the beginning of the 19th century, a competitive advantage due to the introduction of the development of productive forces related to the production of mezcal or fiery water. Among those that stand out in a business vision of the production of the drink is the family surnamed Cuervo. This competitive advantage makes the region of the Tequila population begin to rebound from the rest of the mezcal-producing regions, such as the regions of Tonaya, the Arandas region in the highlands and the Ahucatlán region, located in the southern part of the region. current state of Nayarit. This advantage is achieved from the introduction of the Chilean mill until, with the passing of time, the cooking of the pineapple of mezcal or maguey with steam drums.

During the process of independence and achieved the same, the nascent republic requires the urgent need to generate an identity that is coined as its own, the acceptance of mezcal drink or hot water as an identity drink produced in the heart of the new West Mexican republic. Increasing consumption in the interior of the republic as a very Mexican drink, and the importation of European beverages ceased to be consumed due to the disengagement from trade and the non-imposition of what to import.

Something that stands out in the course of the document, but that we wish to express explicitly, is that the population of Tequila gives the name to the drink produced and packed in said population; that is, the villa gives the name to the drink, not the drink to the villa. In addition to everything that has been said about the need to lower the production of mezcal, the region of the highlands, and the region of Tonaya, the region of Tequila to be transported to the port of San Blas, passing through the legendary Plan de Barrancas, to leave as a merchandise to other parts of the colony, the nascent republic and Europe.

The name of the drink called Tequila, has its gestation during the first three decades of the nineteenth century, but with greater emphasis on the second and third decade. Much has to do with the fact that during the independence phase the San Blas Merchant Port was the only official port of the Colony to import and export merchandise, even though it was taken very briefly by the priest José María Mercado, a end of 1810.

"On his way to San Blas, the first place he arrived was Tepic on November 20, 1810 and there demanded the surrender of the place whose garrison showed no resistance, taking it without firing a single shot." There he made six pieces of artillery and his forces increased from 50 to 2000. With this first success he continued his way to the port of San Blas, which at that time was commanded by the frigate Captain José Joaquín Labayen and Larriñaga, on November 26, 1810 the priest of Ahualulco was already in front of San Blas, where there were two brigantines, the San Carlos, which was a warship commanded by Jacobo Murphy and El Activo commanded by Antonio Quartara. (Secretaría de Marina, 2012, p. s/n.).

That antecedent, makes the Port of San Blas the most important commercial in the West of the Colony during the period of independence and one to two decades after the same, losing relevance due to the competition that the Port of Acapulco and the Port of Mazatlan. However, during the decades of 1810 to 1830, in the first one still in the status of a Spanish colony and in the second as the nascent republic, there are historical references that indicate that the drink was no longer known as simply mezcal or hot water, since for 1814 to 1824 it was already common to name it as: Mezcal de Tequila, since it bore the name of the town from which, apparently, the drink came, regardless of whether the drink had been made in the region of Tonaya, Arandas or Ahucatlán; all the mezcal that came from this area was called Mezcal de Tequila.

This is the first antecedent found in the history of the name of Tequila, in addition to improving the production and quality to differentiate it from other beverages, by using blue agave as an exclusive raw material, at least in theory, for the production of the Tequila drink.

Of this, circumstances existed that the determined historical moment managed to obtain that a drink took the name of Tequila, to know: the Mexican independence, the Port of San Blas, the town of Tequila, the geographic zone of Plan of Ravines, the way Real de San Blas-Tepic-Guadalajara, and the need for an identity of the nascent republic, are elements that have a role of the most transatlantic so that the drink has coined the name of Tequila.

In this way it is expected to answer the question Why Tequila is called Tequila ?.

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