Rевolución
La Dama is the biggest sustainable blue agave grower in the world. We present a paradigm shift in the present and future of tequila. Our agricultural and production processes are based on the revolutionary ideas of our Mexican ancestors, their sustainable perception of nature, advanced agricultural methodology and the ritualistic aspects of their production processes.

We are the biggest promoters of social sustainability and fair trade in the tequila industry. We’re permanently improving and monitoring the health, education, and living conditions of the people in the Los Altos area that participate in our industry. Los Altos is an area blessed with agave, but blessings can sometimes be a curse, especially when you realize that this bountiful area has only enriched multinational corporations. The same ones that hold a big social and environmental debt to the community, due to their poisoning of the land and water for the last few decades.

As our industry drifts far away from its original practices we are not only losing the essence of our spirit, we are risking not having the conditions or resources to cultivate a long term future.

This is why we are starting a revolution.
LADAMA

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La Dama was born when the Galindo family and Martin Kovar, creators of the sustainable, award-winning “Proyecto Nebulosa” in The Sierra Madre Occidental, joined forces with the Perez family, the largest sustainable agave growing family in Los Altos. Thus, creating the first environmentally driven tequila company in the world.

After two years of hard work, we have become a dynamic mix of people from different origins, ages, and areas of Mexico and the world. Many of our familiar roots are centered on biological sciences, agriculture, hospitality, history, and social activism.
Our agave land in Los Altos was once ruled by the Chichimecas, an expert hunting-gathering community with a deep understanding of natural cycles to whom we owe the creation of key cultural developments, including the first Agave Spirits.

Several thousand years ago, in the Chichimeca land, it was a belief that the female gender was the most important element in their society because it was the only one that could bring life and preserve it.

Their entire social organization was built on this conception. It’s thanks to this paradigm and their astonishing ability to transform the ingredients provided to them; that the first agave derived products were created. Everything from food, clothes, and even the sacred spirit.

The tequila industry is male-dominated, so as a necessary homage to women, we integrate them in our name, La Dama. While actively encouraging them through our social programs and activities to participate, not only in our agave industry but to fulfill any dream that they might have.
One of the objectives of La Dama is to rescue the original sense of community behind agave. In Mexico, we live in a beautiful yet challenging society. Although it’s true that the biggest asset of our country is its people, it’s also true that the social conditions are far from fair to the same people that help us create the Tequila.

From bad public policy, environmental toxicity to unfair economical practices in the industry, the last benefited sector is the people. They are the only ones that haven’t improved their economic conditions, while the profits of major tequila companies boomed.

Don Juan, our maestro agavero started working in agricultural related labors when he was ten years old, after a life of endurance and love for agave he has taught around 1000 people how to work the agave in a natural way, the way it was done 60 years ago. For us, Don Juan and everyone that works with us is a success story we want to tell.

We aim to leave a legacy that said that we pushed an improvement in the socio-economical conditions of the families that work with us, that they can work in agave for love and tradition, not for necessity.

We have a phrase that we repeat in our fields “We work together, we dream together, we grow together.”
FARMING AND ENVIRONMENTAL RESPONSIBILITY

It is widely reported in native communities, like the Wirarikas of Nayarit and Jalisco, that agricultural projects were created with the intention of benefiting up to eight generations after them.

Other native communities in central Mexico perfected the milpa system, where endemic crops would benefit against plagues and better nutrition while growing simultaneously in the same space. The chichimecas were experts in foraging without breaking the balance in the areas where they co-existed.

All these kingdoms and realms in pre-hispanic Mexico had one thing in common, they felt a huge responsibility to love and respect nature while they were living from and co-existing with her. The reason is very simple, all their religious belief systems were built over the naturally occurring elements.

As a new generation of Mexicans, we understand the logic behind these beliefs and they inspire us to act responsibly in a way that we can protect our environment for coming generations.

We have invested half a decade in studying and developing our own agricultural methods based on the science behind our ancestor's practices, we have become the biggest tequila company in size of sustainable agave farming. Although we are 100% organically certified this doesn't define us, it is just a small description of what we really do and what nature really means in our everyday life.

We are pushing further as there are many more things that we do to protect the environment and our communities that the organic certifications don’t even consider, we want to redefine the rules of engagement between corporations, communities and the environment in our industry.
Some things are just irrefutable. For example, there is only one planet, global warming exists, and the tequila industry has been very toxic. We’ve had the privilege of working with agave for decades so we understand how fragile the balance can be. As a new Mexican generation, we have committed to being the first tequila company that fully addresses the environmental issues that this industry creates. No lies, all transparency. While there are many things our biochemist and agricultural team are still working on, we can NOW fully pledge that every time you buy one bottle of La Dama the following is happening:

- 4 square meters of soil is preserved for the next generation; protected from erosion, ammonia or salts
- 500 cubic meters of water from our underground reserves are saved from chemical contamination
- At least 100 species of endemic flora, insects, mammals, and birds will be saved from chemical toxicity during the lifespan of the agaves used to make your bottle.
- 1 Agave paper recycled book is donated to a kid in the Altos region.
- 2 Hours of Science and Arts workshops are granted to a kid in our after school educational programs.
- 12 humans will be saved from exposure to chemicals or residual elements during the Agave’s 8-year lifespan, including you.
We have to change our ideology diametrically, starting first with our habits and second, which I consider more important: Culture. For years, the only thing that has mattered to the big Tequila companies has been immediate profit regardless of the damage to ecosystems and the risk that it implies for the health of workers and consumers of Tequila. We have to look back to learn. If you lose history, you lose the present, you lose the future.
I have been working since I was 10 in the Agave fields and since then I have seen the same reality repeat itself over and over again. The environmental consequences for animals and plants with the conventional farming system are terrible and the Tequila industry doesn’t seem to care about a fair distribution of the profits that add up to billions of dollars a year in a land where workers barely have enough to survive.
Both education and fairness play a big role in helping us promote this change to the masses. In the altos region, you’ll find billion-dollar multinational tequila companies and also discover that the medium income is 11 dollars a day for the field workers. It’s no surprise that our youth has to drop out of school and integrate into the working population at a very early age, sometimes risking their lives migrating illegally to other countries when there should be no need if fairness in the industry prevailed.

From our foundation, we pledge to re-invest 20% of our profits in permanent education programs for local kids in the communities. With a focus on science, ecology, the arts, programs like La Dama After School, and the upcoming 2021 project, La Dama Art & Library Bus. Students will be followed up with and awarded scholarships.

It’s important to mention that we employ on average 50% more workers than other conventional companies and pay the highest salaries in the industry because we believe good things come at a fair cost.
La Dama is honored to partner with renowned Mexican plastic artist Manuel Ramirez to design and operate our most ambitious and socially responsible project to date.

The project will consist of a refurbished school bus, adapted to serve as a mobile permanent space that will house an art and science sanctuary for local youth. It will officially be known as La Dama’s “Inspired by Nature” bus.

Kids ranging from the ages of 6 to 15 will be invited to participate in workshops and guided lessons that will include agave paper making, painting, and a science library. The bus will be a safe place for these kids to work on whatever their curious, artistic minds want to explore.
We pledge to provide the best salaries for people working in our growing organic fields, but sometimes this is not enough for the community.

In implementing our pilot after school programs we began to search for the motives that drive local school kids to desert their education. Only 11% make it above junior high, dropping out to join the workforce early, others migrate north or even join dangerous activities.

While we constantly find huge potential in the youth, a big percentage of these cases are due to their parents barely having any money for basic needs. Another reason is that both the parents and the child don’t grasp the impact a proper education and nurturing of their natural abilities can have in their future life.

Unfortunately, the local governments are not doing enough and the historical corporate companies in the region don’t seem to care enough to encourage the academic and artistic potential of the kids in these communities.

With this project, we will have the possibility to engage 480 kids a month in the altos region. We’re set to begin operating by the end of 2020.
DISRUPTIVE COCKTAIL
2019 BAR CONVENT BERLIN CONVENTION

THE DISRUPTIVE COCKTAIL
SEASON ONE

go watch the first episode
Co-founders of La Dama, Marcos Galindo (third generation agavero) and Martin Kovar (world renowned mixologist), lead a permanent campaign around the globe to speak about serious issues in the industry. Their presentations at some of the most important forums in the world, such as the 2019 Bar Convent Berlin Convention, are a necessary step in their crusade to defend the balance between an ecosystem in danger and the practices that prevail in the Tequila industry.

The duo has also developed educational platforms to create awareness amongst their peers in the bar and restaurant industry. This year the team behind La Dama launched the web tv series “The Disruptive Cocktail.” The duo has many other things in motion in their own fast-growing social media platforms, all with the hope to drive a positive change in the industry. In the future, La Dama will endorse music and arts events with an eco conscientious message. At La Dama, we hope to reach the future generations that are slowly but surely aligning with our movement in Tequila.
TEQUILA INDUSTRY FACTS

- 245.2 Millions of Liters. (Jan-August 2019)
- 2,452 Millions of Liters of water contaminated.
- Much of the contaminated water ends up in rivers, in contrast with regulation.

- Jalisco in on the list of states with high water stress.
- Total Consumption of Agave for tequila production: 924.3 Thousand Tons.

- Number of Agave producers: 6,544.

- 1,441 tequila companies trademarked in Mexico.
- Tequila Producers: 151 distilleries.

- Value of Sales in USA: 2.9 Billion USD.
Total tequila export value: 1.6 billions USD
Value of Second biggest export market: Germany 24.7 Million USD
Formal Employment Generated: 70,000

Number of agricultural workers and family in Mexico: 5.2 Million (2018) * INEGI
Value of Tequila Exports USA: 1.3 Billion USD
Average salary in field: 148 pesos per day *UNIMOS 2018 - 108 pesos inegi 2015

2.6% have contracts and labor benefits
98% live in condition of poverty or vulnerability
69% of kids go to elementary school but only 13.5% assist to Junior/Highschool
Bagasse is the exhausted agave fibers that are leftover from the production of tequila. We re-utilize them to make labels, books, and canvas that we donate to kids from the surrounding Los Altos communities in our after school programs. In 2019 we donated an estimated 1,500 books and canvasses. By 2020 we are committing to donate 10,000 more, this donation will supply all the kids in our adjacent communities.

Consumers will also notice that all the labels that grace La Dama’s bottle are made from the same bagasse waste. Our beautiful handcrafted labels are the perfect example of how being eco-conscience can also be luxurious.
Waste from the production of Tequila bottles, like glass, for example, represent a great problem for the environment. The resources used to create the bottles are expensive and their pollutant footprint is even greater.

What would happen if we could transform all that “useless” glass waste and turn it into something good and unique? Something that enhances the value of the product by turning waste into something beautiful, worth admiring?

We believe that recycling is not only a practical action, it is also an act of transformation necessary for creating a significant change in the industry.

That’s what we do at La Dama when we create our beautiful diamond-shaped bottle from forgotten scraps of recycled glass.
CREATION OF THE BOTTLE
JOIN THE REVOLUTION for a Better Future
We love Agave. We love the vision behind it. We love the land that saw it born, so why are we not taking care of it?

For La Dama and every person that supports our project, it’s very clear that we should immediately reconsider and change the current model that is applied to the tequila making process.

Agave was never in a more perfect state than when it was first created, left untouched and allowed to grow wild in its natural conditions.

A time before its growth was artificially rushed, left in a natural state, fermented in untamed conditions and distilled by a community with love who only hoped for sustainable rewards.

We know it’s possible. We’ve been doing it for a long time under this paradigm so we know it’s possible, we’re just now sharing it with the world.

We understand that not everyone supports our ideas, or some might even think they are too radical and economically impossible for modern corporations, but our vision remains unchanged.

We are inspired by our ancestors, they were the first radical thinkers, the creators, and they were living in balance with nature. Join us in continuing an honest legacy to make Tequila what it once was.
The secret of an amazing cocktail is always the perfect combination of its elements.

A combination of the best ingredients, balanced to perfection.

JALISCO NEGRONI

1 Oz La Dama Tequila
3/4 Oz sweet vermouth
3/4 OZ Contratto bitter aged with coffee beans
3 drops Cacao Bitter

1. Add all ingredients to a mixing glass.
2. Add ice and stir until chilled.
3. If on the rocks, strain over ice into a rocks glass. If up, strain into a chilled coupe or cocktail glass.
4. Garnish with an orange and peel
5. Enjoy
TALES OF LA DAMA

In nature we find our greatest source of inspiration, we see the environment around us as the best and most perfect scenario to see our creations emerge. The sounds, aromas and tranquility of the wind allow us to find the balance to take artisanal creation to an artistic level.

We want to take you on a journey where the work of our hands, the textures and flavors of the earth lead us to experience in a free and untethered way. These are the tales of La Dama.
Experimentation is our main differentiator, we don’t want to win the world over, we want to inspire you. We don’t want to show you the way, we want you to find yours. We want to accomplish that through our fusion between tradition and experimentation so that the spark of creativity arises in you.

These are The Tales of La Dama
Our inspiration comes from our admiration for complexity. The balance we observe in the rhythms, processes, and forms of nature. Like our ancestors, we feel directly connected to these elements. We try to understand our place, not only in the present but also in the complex gear of nature itself.

We know that we depend directly on this balance, not vice versa. We look back, not in hopes of returning, but to understand our purpose, our commitment to the present to be able to glimpse a promising future.
Nicolás grew up in the countryside of Mexico, surrounded by nature and cultural tradition, especially the culinary traditions of Mexico. His family taught him how to use endemic ingredients of wild origin, and also the patience and the processes that a good traditional Mexican dish must possess.

Later, he found his own passion for Mexican cuisine but this time with a desire to experiment. He learned to perfect the use of the ingredients of Mexican ancestral cuisine with a modern, adventurous sense.

Jardín Nebulosa in the Heart of San Sebastián del Oeste, Jalisco is the temple that has seen Nicolás forge his special sense of experimentation and improvement upon Mexican cuisine.
A RECIPE

INGREDIENTS:

- Aloe Vera (skinless)
- Jamaican pulp with wide chili (Chile ancho) 3/4
- Avocado sauce with ginger and coriander 3 drops
- Blue corn fried tortilla
- Fried Avocado Leaves

Chop the skinless Aloe Vera into small cubes and integrate it with the avocado, ginger and cilantro sauce, then with the Jamaican pulp and guajillo pepper sauce.

Add juice from a lemon
Add diced green apple to the avocado sauce
Add peach in small pieces to the Jamaica sauce
Add Onion in cubes to both sauces

Integrate ingredients

Add Tequila La Dama to both sauces to enhance the flavor and aroma.

For assembly use a wooden base with two types of fried elements, the blue tortilla and the fried avocado leaf with salt.
CEVICHE DE ALOE
Behind the bottle hides a unique and unrepeatable figure, whose species has one of nature’s most magical gifts: the gift of transformation. And it is this gift that inspired us to capture an icon like the butterfly whose splendor has its origin in patience and wisdom.
It is the principle of transcending reality that inspires us to create, to transform ourselves, to take the elements and take them to another plane, to a purer but at the same time complex state. Can you see beyond the obvious?
We believe in the value of what's transcendent. We appreciate the authentic and original formulas our ancestors used when approaching agave spirits. We create our tequila in the most analogical and natural way possible, with endemic yeast in old brick ovens, fermented slowly, in small batches. Making sure the best and most sustainable agave in the world is taken care of, we do this in a small community-owned distillery over the canyons of Tototlan, the land of the birds.
La Dama Tequila is 100% Agave, a blanco Tequila made in our sustainable, organically grown plantations from blue Agaves in Los Altos. Aromas of pear, anise, clove, smoke, lemon, green and cooked agave, as well as rosemary aromas will fill your nose.

On the palate, there is a balanced, fruity, herbal and pleasant Agave taste of caramelized agave. It has the flavor of Agave but without the dry-seasoning that characterizes it, this is achieved due to the agricultural origin of our Agaves. La Dama Tequila has a clean, warm finish with hints of chocolate and incredibly well balanced aftertaste.

Overall, La Dama Tequila has a soft, creamy and silky texture.
If you are reading this magazine you are already a force in our revolution. Our movement transcends time, we are a new generation, for us, it’s all about hope, passion, and respect for human life. It’s about doing what’s right. You should be proud that you’re helping us tear down the toxic behavior of the powerful and big. Together, we will make tequila what it once was, a spirit of hope.

*Enjoy La Dama, change the world.*