



Bat Friendly Tequila and Mezcal™ Project

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FOR IMMEDIATE RELEASE

Scientists and tequila and mezcal producers creating a bat friendly spirit

For more than a century, the industrial practices used for the production of tequila have eliminated almost all the genetic diversity of the tequila agaves. Today, for the first time ever, academics, producers, distillers, bottlers, marketers, and bartenders are joining forces to produce Bat Friendly Tequila and Mezcal™ and to defend the agave, its pollinators, and Mexico's national drinks.

By allowing 5% of agave plants to flower (about 222 plants per hectare), growers extend an invitation to those responsible for maintaining the genetic diversity of agaves: the bats! For millions of years, the Magueyero bat, *Leptonycteris yerbabuena*, has carried pollen from agave flowers of one plant to another, pollinating countless generations. This evolutionary relationship ensures the agave genetic vigor and promotes the strength and health of plants, and thus maintains the essence of our drink.

The final result is an original, high quality **Bat Friendly Tequila and Mezcal™**. Real and without adulterations, these spirits also benefits nature. Academics, producers, and marketers collaborate so that the tequila agave, so degraded genetically for more than a century, today has begun to recover its strength. At the same time, this practice helps a very important species of bat that until a couple of years ago was threatened by extinction. If this effort were not enough, producers have committed to using only traditional methods of production of tequila and thus ensure a product of high quality that is also friendly with bats.

Let's toast bats with Bat Friendly Tequila and Mezcal™ on November 28 at 12pm! Come and join our conversation at the Benemérita Sociedad de Geografía y Estadística de Jalisco in Guadalajara, Mexico. The members of the industry and the scientific community who participated in this pilot project will be there to answer all of your questions. This event will feature the BBC documentary The Bat Man of Mexico, starring Dr. Rodrigo Medellín and the Magueyero bat.

The Bat Friendly™ project not only counts on the scientific direction of Dr. Rodrigo Medellín, ecologist and academic from the Ecology Institute of the The National Autonomous University of Mexico UNAM, but also on the multidisciplinary participation of his team of biologists and several Mexican and American bartenders who have joined this program to support and promote sustainability, education, and best practices in the spirits industry.

From its origins, The Bat Friendly™ project has been supported by David Suro, an experienced tequila and mezcal entrepreneur, who leads the Tequila Interchange Project. TIP is a non-profit organization and consumer advocacy group for agave distilled spirits comprised of bartenders, consultants, educators, researchers, consumers and tequila enthusiasts. TIP advocates the preservation of sustainable, traditional and quality practices in the industries of agave distilled spirits. TIP seeks to place a renewed emphasis on the importance of preserving the great heritage of agave distillation in Mexico.

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