

May 26, 2025

CNIT Backs the Tequila Conformity Assessment Body

The Chamber of the Tequila Industry (CNIT) acknowledges that the Tequila Regulatory Council (CRT) is the only officially recognized conformity assessment body authorized to certify which beverage can legitimately be called "Tequila." This designation is the result of a meticulous process that begins in the field and extends to the shelf, demonstrating professional work and a commitment to excellence.

Therefore, in light of recent unjustified accusations against the Tequila Regulatory Council and various brands regarding alleged purity deficiencies, it is important to emphasize that such claims lack scientific basis and solid evidence.

For this reason, it is crucial to inform the competent authorities about individuals who, without verifiable proof, attempt to tarnish the reputation of an industry that represents Mexico's pride.

It is important to note that one of the fundamental pillars in this process is the traceability of the Agave tequilana weber blue variety, the essential raw material for Tequila, which is registered from the moment of its planting. This traceability ensures that the origin of the agave used is verifiable and complies with the requirements of the designation of origin.

The certification methods implemented by the CRT are internationally recognized, rigorous, and exhaustive. They include, among other duties, continuous on-site verification of distilleries, ensuring that every drop of Tequila complies with the standards established in the regulations.

Because Tequila is not just a beverage; it is a cultural heritage, a symbol of our identity, and a gift from Mexico to the world.