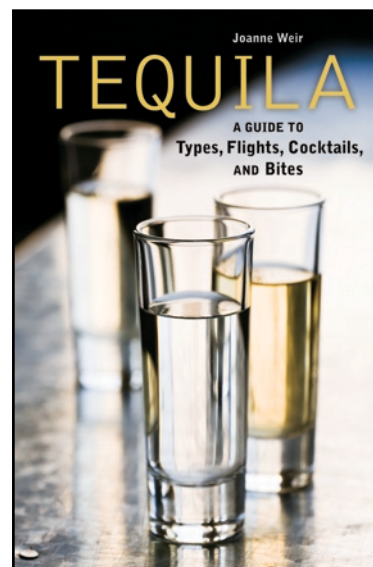


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TEQUILA

A Guide to
Types, Flights, Cocktails,
and Bites

by JOANNE WEIR



Beyond the lick of salt, a thrown-back shot, and a squeeze of lime, tequila is rapidly becoming the next high-end drink of choice. As sales of ultra premium tequilas continue to rise (with some higher-end drinks going for nearly \$350 per shot!), trendy tequila bars and sophisticated tequila tasting clubs are springing up across the country. Hip, urban professionals savor it with meals, drink it slowly from a snifter, and enjoy it mixed into seasonal cocktails and innovative food dishes. There are hundreds of tequilas to choose from but true aficionados enjoy tequila because it's the richest and purist distilled spirit in the world, with subtle nuances of flavor not evident in beer, sake, or even wine.

Joanne Weir, a James Beard award-winning chef and author, fell in love with tequila several years ago when she realized tequila had an alter ego—a more sophisticated, complex side that could transform everyday recipes into spectacular experiences. ***Tequila: A Guide to Types, Flights, Cocktails, and Bites*** is the culmination of her love affair with this unique spirit.

For top-shelf tequila connoisseurs, ***Tequila*** is a drinker's guide offering chapters on the history and lore of tequila, insight into how tequila is made, and an exploration of the agave fields of Jalisco. Contributions from some of the country's best tequila bartenders are mixed in with Joanne Weir's own cocktail repertoire, mouthwatering savory dishes (Smoked Trout and Tequila Quesadillas with Summer Tomato Salsa, Cha-Cha-Cha Chile Lasagna) and decadent desserts (Tequilamisu, Coco Loco Tequila Cupcakes).

Published just in time for Cinco de Mayo and National Tequila Day (July 24th), ***Tequila*** is a celebration of the agave plant's most spirited and fiery creation.



About the Author

Joanne Weir is an award-winning food writer, cooking teacher, television personality, and professional chef based in San Francisco, California. She is the author of 18 cookbooks, including *Wine Country Cooking*, the James Beard Award-winning *Weir Cooking in the City*, and the James Beard Award-nominated *From Tapas to Meze*. She is available for interviews. Please visit www.joanneweir.com for more information.

Tequila: A Guide to Types, Flights, Cocktails, and Bites by Joanne Weir

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30 full-color photos • 60 recipes

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iCELEBRATE TEQUILA!

HOST YOUR OWN TEQUILA TASTING PARTY

With Joanne Weir's *Tequila: A Guide to Types, Flights, Cocktails, and Bites*, anyone can learn how to appreciate tequila. Discover the different types of tequila and the proper tasting technique, send out our special *Tequila* invitations, and get ready for an evening of fun.

Invitation Templates

Throwing a tequila tasting party has never been easier with our free customizable electronic invitation templates. Visit our profile on Socializr.com, choose a design featuring the stunning photography in *Tequila*, enter the party time, date, and location, then send off the invitation with just a click of the button!

<http://www.socializr.com/tenspeedpress>

The Tequila Tasting Technique

Learn the proper tequila tasting technique (Hint: sip, warm, swallow) and the best methods to compare different types of tequila (Hint: vertical and horizontal flights). All of the details are available for excerpt (see pages 19-20 of *Tequila*).



START YOUR OWN AGAVE CLUB

Can't get enough of tequila? Start an agave club! When Joanne Weir discovered how much she enjoyed tequila, she started her own agave club to hold regular tequila appreciation events like tasting parties (see above) and cocktail competitions. Eventually, these events expanded to tequila dinners, pub crawls (see below), and even a trip to Mexico! Her agave club has since grown into a group of several hundred dedicated aficionados.

Tequila Cocktail Competition

Turn to the cocktail section in *Tequila* to recreate recipes from top tequila bartenders across the country so you know how the best of the best do it. Then invite club members over for a friendly cocktail competition. Whoever makes the best tequila cocktail gets lifetime bragging rights and the title of Tequila Master.

Tequila Dinner Party

Try pairing tequilas with some of Joanne Weir's delectable dinner recipes in the book. "Just remember," advises Weir, "to serve the same type of tequila that you used in the food recipe. For example, the Chorizo Hand Pies on page 77 calls for *blanco* tequila, which has a light touch and gives an extra zip to the spicy meat filling without overpowering the delicate pastry. On the other hand, the Market Steak Verde on page 107 pairs best with a smoky *añejo*."

Tequila Pub Crawl

Organize a pub crawl for your agave club. Locate several establishments and try their top tequila brands. Ask the bartender to make his or her favorite tequila drink and try something new! Don't forget to show the bartender your winning cocktail competition drink (see above) to see who has the better drink.



HOW ABOUT A TACO PARTY OR FIESTA?

Combine *Tequila* with two other new cookbooks from Ten Speed Press for a fabulous taco party or Mexican fiesta. *Tacos: 75 Authentic and Inspired Recipes* by Mark Miller features authentic tacos with soft warm corn tortillas, succulent fillings, and snappy salsa. *Simply Mexican* by Lourdes Castro helps every cook make big flavor Mexican favorites that are easy and fun-to-eat. Review copies available upon request.