



# CONSULAR NEWSLETTER

ECONOMIC & TOURISM AFFAIRS

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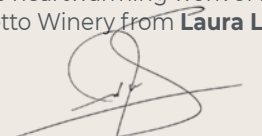


The Consular Newsletter on Economic and Tourist Affairs is already an informative reference for thousands of players in the Mexico-Arizona relationship. It has happened in part because the newsletter offers pertinent information month after month in its three sections —#ChooseMexico, #ArizonaThrives and #DiscoverMexico. It also has become a must-read because of the support and interest of high-profile leaders on both sides of the border who are committed to collaborate to make our region thrive. They have found in this newsletter an excellent platform to discuss relevant issues that affect our binational relationship.

In this Sixth Edition, we are very pleased to have the special collaboration of **Alfonso Durazo**, the governor-elect of the neighboring state of Sonora. The well-being of both the Arizona and Sonora's economy and tourism cannot be conceived without each other. In this sense, Gov.-elect Durazo has chosen our newsletter to confirm, through his informative article, that his government considers the relationship with Arizona essential.

On the Arizona side, we have articles from **Juan Ciscomani**, senior advisor to the governor of Arizona for regional and international affairs, and **Danny Seiden**, the new president and CEO of the Arizona Chamber of Commerce and Industry. They both emphasize the importance of the state of Sonora and all of Mexico to the state of Arizona. In this section, we also learn more about Xico, the arts and culture institution founded in Phoenix in 1975, from its Executive Director **Donna Valdéz**; the heartwarming work of **Marlene Carrasco**; and the Valle de Guadalupe and Cetto Winery from **Laura L. Medina Montiel**.

Enjoy!

  
**Jorge Mendoza Yescas**  
Consul General of Mexico



## Upcoming Events



### BUSINESS EVENTS

[International Business Convention for Food & Beverage Processing Industry in Mexico](#)  
**Food and beverages**  
October 20–21, Toluca City

[Expo Plásticos 2021](#)  
**Plastics**  
November 10–12, Guadalajara

[Tianguis Turístico 2021](#)  
**Tourism forum**  
November 16–19, Merida

### TOURISM EVENTS

[Los Cabos Tennis Open](#)  
**Tennis Tournament**  
July 19–24, Los Cabos

[Fiestas De La Vendimia 2021](#)  
**Food and wine**  
July 29–August 22, Valle De Guadalupe

[Baja Beach Fest](#)  
**Music Festival**  
August 20–22, Rosarito Beach  
NOTE: The first weekend (August 13–15) is sold out

[Guadalajara International Film Festival](#)  
**Cinematography**  
October 1–9, Guadalajara

[Festival Internacional Cervantino](#)  
**Cultural event**  
October 13–31, Guanajuato



# Did You Know...

- Mexico is the country with the **most American Expats**?
- Mexico leads the world in the production of silver and is the **world's second-largest producer of strontium**?
- **The border between Mexico and the United States** is the busiest and most frequently crossed international border in the world?
- The **Great Pyramid of Cholula**, located in the state of Puebla, Mexico, is the world's largest pyramid?

## Mexico Joins the Top 10 in Foreign Direct Investment

Mexico climbed five places in foreign direct investment (FDI) attraction globally, passing from 14<sup>th</sup> place to 9<sup>th</sup>, according to a report from the United Nations Conference on Trade and Development. Mexico positioned itself over Brazil, Chile, Colombia and Argentina, becoming the only country in Latin America in the Top 10.

Mexico's rise in the global ranking is explained by the fact that its FDI registered a more moderate drop compared to the world average, which was 35 percent due to the economic and social effects of the



pandemic. The agreement between the United States, Mexico and Canada (USMCA) also provided legal certainty

and security, which has created a calm environment for companies to remain confident in Mexico.



## The Economy Looks Bright for Both Mexico and the U.S.

The economic growth projected for the United States during this year and the upcoming year will bring greater activity to the Mexican economy, resulting in increased trade, jobs for Mexican citizens in the United States and a greater flow of dollars into Mexico.

During the first four months of the current year, Mexico was the main supplier of goods to the U.S., representing 14.7% of the 100% of the goods that the U.S. imported from all over the world. Meanwhile, remittances to Mexico rose 13% between January and March compared to last year.

The Global Economic Prospects Report by the World Bank projects a 5 percent growth for Mexico in 2021. The manufacturing industry and the services sector are both expected to boost this growth. The World Bank's forecast is aligned with the one from the Organization for Economic Cooperation and Development (OECD), which upgraded its estimate for Mexico's economy to 5 percent from 4.5 percent.



More Info:

[Global Economic Prospects](#)

## The USMCA's Free Trade Commission Holds Its First Meeting



The first meeting of the U.S.–Mexico–Canada Agreement (USMCA) Free Trade Commission took place May 18, 2021, in Washington, D.C., hosted by Katherine Tai, the United States Trade Representative. It was attended by Tatiana Clouthier, the Mexican Secretary of Economy, and Mary Ng, the Canadian Minister of Small Business, Export Promotion and International Trade.

“The USMCA commits us to a strong and inclusive North American economy that, in addition to serving as a global model for competitiveness, prioritizes the interests of workers and underrepresented communities. The parties recognize that trade policies must foster equitable and broad-based growth, stimulate innovation, protect our shared environment, and have a positive impact on

all sectors of society,” the three member countries jointly declared.

“We must continue to work together to strengthen regional value chains and to relocate North American production in key sectors such as vehicle production, semiconductors and pharmaceuticals,” Clouthier said. “The good news is that our hard work is paying off. We have a strong, modern treaty that will serve as our shield. However, it is up to us to make it fully operational.”

The three ministers announced that the Committee on SME Issues will meet Oct. 13–14, in San Antonio, Texas, for a USMCA SME Dialogue. They will hold meetings with small business stakeholders, including Indigenous people, women and other underrepresented groups to ensure that they benefit from the agreement.

# MEXICAN WORKFORCE

## Mexico's Educational System

Mexico's higher education system is extensive, inclusive and has grown dramatically since the 1970s. In 1970-1971, there were about 270,000 students enrolled in 385 schools throughout Mexico. By 2019, this number increased to about 4.7 million students at more than 5,500 institutions.

The two most frequent fields of study are law and business administration, with 35.1% of new enrollees, followed by engineering, manufacturing and construction (24.4%), which are well above the OECD averages (23.3% and 16.5%, respectively). Currently, more than a half million higher education graduates enter the labor market each year.

The access to higher education is available in all regions of the country, and it includes:

- Public federal universities;
- State autonomous public universities;
- Federal technological institutes;
- Technological universities;
- Intercultural universities;
- Public research centers;
- Private research centers; and
- Private universities.

## American Manufacturers See Mexican Workers as an Asset

**A total of 125,000 students graduate from engineering, manufacturing and construction programs at Mexican institutions every year. In Mexico, there are 40% more graduates in manufacturing and construction engineering than in the United States, according to UNESCO's 2015 data. While Mexico is producing a talented workforce, the United States is facing a shortage of manufacturing labor.**

Moving manufacturing operations to Mexico can help address the skilled labor shortage and mitigate the cost of relocation. According to a report written by international trade consultant Tetakawi (formerly The Offshore Group), many companies find that they are able to

**support more technical jobs in the U.S. after expanding manufacturing operations to Mexico.**

One of the challenges that U.S.-based manufacturers face is the struggle to provide pre-employment training for key production-related positions such as machinists, technicians, welders and electricians. The importance of skills and human capital has been recognized as a priority for the Mexican Government. As a matter of fact, the Mexican Ministry of Education has a vocational training program that aims to train a minimum of 30,000 young people so they can meet manufacturers' specific goals.



More Info:

[Report from Tetakawi](#)

## Mexico: A Destination for Int'l Students

The Mexican Higher Education System has 3,201 schools that offer education services and facilities spaces for international exchange students. Some institutions, such as the University of Guadalajara, the National Autonomous University of Mexico, the National Polytechnic Institute and the Monterrey Institute of Technology and Higher Education, offer courses in English for international students.

Here are just a few reasons students should consider Mexico to study abroad:

- Students will get a world-class education;
- Mexico has a low cost of living;
- Students can learn a new language;
- Students can immerse themselves into a new culture
- Mexico has great food; and
- Students can learn the incredible history of Mexico.

As part of the international cooperation promoted by Mexico and to strengthen academic collaboration links with partner countries, each year the Ministry of Foreign Affairs invites foreign citizens who are studying for their undergraduate degrees, master's degrees or doctorates to consider the Mexican Government Scholarship Program for International Students.

The scholarships are offered to more than 180 countries through a series of bilateral conventions, multilateral programs and special agreements. More than 70 Mexican institutions participate, and all offer academic programs registered with the National Council for Science and Technology (CONACYT) as National Quality Graduate Programs.



More Info:

[ASU in Mexico](#)

[University of Arizona – Study abroad](#)

[Mexican Government Scholarship Program for International Students](#)

# Arizona and Sonora: Allies, Partners and Friends

BY ALFONSO DURAZO

I was born in Bavispe, in the northeast part of the Mexican state of Sonora. Since my childhood, like many Sonorans, I realized the importance of the special ties uniting Sonora and Arizona.

For many generations, people in both states have had strong family and business bonds across the border, creating a rich bilateral relation that has deepened and diversified. At different historical moments, our binational communities have identified common interests and challenges. Our shared values have allowed us to move forward, even in the most difficult moments, such as the current pandemic.

This binational cooperation has created the Arizona–Sonora (Ari–Son) Megaregion: One of the most dynamic and prosperous commercial partnerships on the U.S.–Mexico border.

Our common border has allowed us to identify strengths and overcome challenges. As the elected-governor of Sonora, I'm fully aware of our strengths: We are home to Indigenous peoples who enrich our cultures and remind us of the importance of taking care of our natural resources. We have a young and trained workforce that perceives our proximity as an opportunity to develop innovative projects together. We also share a strong entrepreneurial spirit and women entrepreneurs, specifically, are leading the development of small and medium-sized businesses on both sides of the border.

Moreover, I do understand current issues of concern, such as the management of our natural resources, especially water. I'm convinced that we will have to establish a shared strategy to face the current drought, but I have no doubt that, as on previous occasions, we will move forward together as allies, partners and friends.



## *Alfonso Durazo Governor-elect of the state of Sonora, Mexico*

Alfonso Durazo is the governor-elect of the state of Sonora. He most recently served as secretary of security and civilian protection of Mexico. Between 2015 and 2018, Durazo chaired the Morena political party's State Executive Committee in Sonora. He served as a federal congressman from 2012 and 2015 and, between 2000 and 2004, was the private secretary to the president of Mexico. Durazo holds a PhD in public policy from the Monterrey Institute of Technology and Higher Education in Monterrey, Mexico.



More Info:

[Gobierno de Sonora/  
Transición](#)

[Sonora–Arizona  
Commission](#)

[Arizona–Mexico  
Commission](#)

[Travel Restrictions –  
Fact Sheet](#)

[@AlfonsoDurazo](#)



Our geographical location is a privileged one and our six ports of entry have positioned us as a strategic corridor for the flow of goods and services between our countries. Currently, 70% of Mexican agricultural products enter the United States through Nogales, Sonora.

Our cross-border trade and tourism are key elements for our economies and we must continue to strengthen and diversify them. The tourism industry in our countries suffered a great blow due to the pandemic. Before this serious crisis, Mexican visitors represented 67% of all international visitors to Arizona, and every day thousands of people crossed our border to work, study, shop or visit relatives.

We will work to increase international trade and fully reactivate our economies once restrictions on nonessential travel at our borderland are lifted. Although these guidelines can change based on COVID-19, current restrictions will remain in effect through 11:59 pm on July 21, 2021.

We will take advantage of all available cooperation mechanisms such as the United States–Mexico–Canada Agreement (USMCA); the Mexican consular network in Arizona, through the Ministry of Foreign Affairs of Mexico; and the Sonora–Arizona Commission and



**Andres Manuel Lopez Obrador, president of Mexico (l), and Alfonso Durazo, governor-elect of the state of Sonora, Mexico.**

the Arizona–Mexico Commission, both founded in 1959, to continue building on the legacy of our predecessors. It is our responsibility to make our megaregion the most competitive in the world to create good paying jobs and a vigorous regional economy.

I've been working on several high-profile projects to strengthen the Sonoran economy that will also benefit Arizona. We will remodel and increase the capacity of our six ports of entry to escalate the exchange of commercial goods and to encourage a stronger flow of tourists.

In the border cities of San Luis Río Colorado, Sonoyta, Nogales and Agua Prieta, my government will promote medical tourism to attract U.S. citizens to find affordable medicine and health services in Mexico.

Popular destinations like Puerto Peñasco (Rocky Point) and San Carlos will continue to offer their beautiful beaches to Arizonans, but their historic downtown areas also are going to be remodeled to give tourists more cultural and leisure options to enjoy with their friends and families.

One of my key proposals is to extend the “Only Sonora” program, which allows foreign vehicles belonging to foreigners or Mexican residents abroad, to be freely driven without any temporary vehicle importation permit. Our plan is to widen the program coverage to the southern part of the state, from Empalme, located four hours from the border, to Estación Don, located in Sonora on the border of the state of Sinaloa.

This measure will give American and foreign tourists the opportunity to freely travel to our great state and visit amazing places further south.

Arizona and Sonora are allies, partners and friends. We share a common history, an exciting present and a promising future.

# Arizona–Sonora: Transcendent Leadership

BY JUAN CISCOMANI

The Arizona–Mexico Commission's (AMC) founders had a vision of a strong partnership for our region 62 years ago that extends far beyond our trade relationship. They understood that Arizona and Sonora share a special relationship with common roots and unbreakable ties everywhere: Our economies and businesses, binational tourism, trade relationships, and the arts and culture. In fact, the Arizona–Sonora relationship is best exemplified in the things that matter to us most: our shared values and our families.

The AMC and the Comisión-Sonora Arizona (CSA) have built a strong foundation. During the last six years, Arizona Gov. Doug Ducey and Sonora Gov. Claudia Pavlovich Arellano took the mission to heart and made this international relationship a top priority of their administrations. Alongside our governors, our region is fortunate to have talented and dedicated leaders across all sectors who further this legacy through their hard work. Together, Arizona and Sonora have led with projects that directly impact our region and our people.

Here are just a few shining examples of these high-impact, collaborative efforts:

- Unified Cargo Processing has drastically improved the efficiency at our ports of entry and has become a model for other ports of entry along the US–Mexico border.
- The Arizona Department of Transportation's Border Liaison Unit has helped countless trucks prepare for inspection before ever reaching the border, drastically improving efficiencies at the border and reducing travel time.
- The safety corridor from Lukeville to Puerto Peñasco has elevated security for travelers.
- Arizona and Sonora have attracted world-renowned companies that have brought thousands of new jobs to the area.
- Both states strongly advocated for passage of the most significant international trade agreement in a generation, the USMCA/T-MEC.

Over the past year, even as COVID-19 caused extensive loss and uncertainty, Arizona and Sonora stood together, and today we are turning the corner. Thanks to the leadership of Gov. Ducey and Gov. Pavlovich, our states have continued to communicate, collaborate and partner to protect both lives and livelihoods. Today, with the recent elections in Mexico, Arizona looks forward to fostering and cultivating a relationship with Sonora's Gov.-elect Alfonso Durazo (see p.5). Gov. Ducey reached out to Gov.-elect Durazo the day after the Sonoran gubernatorial election to congratulate him and reinforce Arizona's commitment to this important relationship.



**Juan Ciscomani**  
*Arizona Gov. Doug Ducey's Senior Advisor  
for Regional and  
International Affairs*

**Juan Ciscomani is Arizona Gov. Doug Ducey's senior advisor for regional and international affairs, where he oversees the operations of the governor's southern Arizona office and the work in northern Arizona. He also serves as the vice chair of the Arizona–Mexico Commission, leads the governor's efforts internationally and is the governor's liaison with all foreign diplomatic offices in Arizona.**



More Info:

[Arizona–Mexico  
Commission](#)

Indeed, the Arizona–Sonora legacy is one of leadership that has transcended and will continue to transcend borders, language and culture for generations to come. As former Arizona Gov. Paul Fannin said back in 1959, "God made us neighbors. Let us be good neighbors."

# Our Relationship With Mexico Is Our Top Priority

BY DANNY SEIDEN

I recently took over as president and CEO of the Arizona Chamber of Commerce & Industry, the state's most influential business advocacy group.

I knew going into the job that the chamber has a lot on

its plate, but I've seen the depth and breadth of the organization's agenda up close in my short tenure. At all levels of government, we're advocating for economic policies that position the state for robust growth and a strong post-pandemic recovery. We're working to keep job creators' regulatory burden light so they can concentrate on investment and expansion, and not worry about red tape. We're fierce advocates for a legal environment that balances the rights of defendants against those of an aggressive plaintiffs' bar.

I'll sum it up like this: If it's an issue that affects Arizona's competitive standing, then we're engaged.

That's why the chamber's leadership teams takes Arizona's relationship with Sonora and the rest of Mexico so seriously. Our two economies are so integrated, our cultures so intertwined, that many of our successes will be achieved together.

No Arizona business organization was a more vocal champion for the passage of United

States–Mexico–Canada Agreement (USMCA) than the Arizona Chamber. We knew that a trade agreement for the 21st century would position Arizona and Sonora for new jobs, new opportunities and even deeper ties. Whether it's our two states' highly interconnected automotive supply chain, our fresh produce trade or our advanced logistics offerings, I can't think of a better place for business in North America than the Arizona–Sonora Megaregion.

Before I officially started in my new post, I undertook a listening tour to hear from Arizona business leaders about the challenges they face in their industries, what encourages them and what they see on the horizon. All were bullish on Arizona's relationship with Mexico.

Equally enthusiastic about the relationship between Mexico and the state's business community is Mexico Consul General in Phoenix Jorge Mendoza Yescas. Consul Mendoza was part of my listening tour and shared his vision for the relationship between Mexico and Arizona job creators, which I truly appreciate. He's excited about what's ahead for Arizona's cross-border relationship, and I share his optimism. I consider him a friend and I'll rely on his counsel as I lead the chamber.

As the head of the state chamber of commerce, it won't surprise anyone that I'm quick to tout Arizona's assets when I meet with business leaders considering Arizona for new investment. You also can be assured that I'm placing our relationship with Sonora and all of Mexico at the top of the list.



**Danny Seiden**  
*President and  
CEO of the Arizona  
Chamber of Commerce  
& Industry*



More Info:

[Arizona Chamber of  
Commerce & Industry](#)



# Xico Brings Latino/Indigenous Art to the Phoenix Community

BY DONNA VALDÉS

Xico is a nonprofit arts organization that has served the Phoenix community for more than 45 years. The group is committed to the development and promotion of Chicano/Latino and Native American artists, encourages self-empowerment of our youth and communities, and presents the rich cultural heritage of Indigenous peoples to all audiences. Our mission is to nourish a greater appreciation of the cultural and spiritual heritage of the Latino and Indigenous peoples of the Americas through the arts.

Our programming includes exhibitions featuring local, national and international artists. We offer printmaking and professional development workshops, plus Artist-in-Residence programs and mentorship opportunities for underserved youth. Xico strives to engage individuals in conversation and immersive experiences while providing the local community with easy access to the arts.

Xico is best known for its printmaking initiatives, an art form with a rich history among Indigenous artists. Xico's new space has allowed the organization to expand its monosilk and monoprint classes. In August, Xico will debut its expanded printmaking studio, which includes a laser etcher, a 3D printer and lithography equipment that allows artists to incorporate modern practices with traditional techniques.

Xico will be the first "public" lithography studio in Phoenix, creating access for artists to practice this significant art form. A substantial component of Xico's lithography program will be national and international print exchanges. Through this program we aim to strengthen the arts, tourism and economic impact between Arizona and Mexico.

Xico's new Artisan Mercado will open this fall. It will be a pop-up market that rotates artisans every four months, creating opportunities for local artisans and collaborations with artists from Mexico to gain exposure and sell their crafts.

Our Hot Box pop-up exhibition space on 1st Street and Roosevelt St. in Phoenix hosts the UNCONTAINED mural project in partnership with Indige Design Collab and the Roosevelt Row Community Development Corporation. This project elevates emerging Latino and Indigenous artists, providing a platform to create and showcase their stories in a prominent location in the Roosevelt Row Arts District. The program has gained local and national recognition with coverage from



**Donna Valdés**  
*Executive Director  
of Xico Inc.*

**Donna Valdés is the Executive Director of Xico Inc. She is a proven community leader in the advocacy of Hispanic culture, arts, children and women causes while establishing long-term relationships at the executive levels of corporations and organizations within the greater Phoenix metropolitan area.**



More Info:

**Xico**  
829 N. 1st Ave.  
Phoenix, AZ 85003  
480-833-5875  
[info@xicoinc.org](mailto:info@xicoinc.org)

**UNCONTAINED**  
[mural project](#)

National Public Radio (NPR), the Desert Spotlight podcast and other media.

Xico's activities encourage artists to share their inspiration, stories and heritage, which facilitates a greater understanding of cultural value, identity, and significance within the community.

Visit us at our new home. *Mi casa es su casa.*

## HELPING FAMILIES COPE

# Personal In-Home Care Services for Seniors

BY MARLENE CARRASCO

Caring Companion Assistance is an independent nonmedical in-home care service for seniors that offers custom care plans. We have provided quality senior services to the community for the past 27 years, and have become a trusted resource for seniors and their families.

Asking for help makes everything else possible. I am from Monterrey, Nuevo León, México, and provided social work services in a hospital for six years. One of my responsibilities was to give each patient's family

a discharge letter that provided a list of suggestions for home care. The families, instead of being happy to have their loved ones back home, often would experience frustration, sadness and stress because they realized caring for their loved ones was a serious responsibility, and they could use some extra help. The most vulnerable are always the elderly.

Because I saw many cases like these, I was motivated to establish Caring Companion Assistance to help my community. Our mission is to provide the at-home care people deserve. We offer dignified, compassionate treatment with kindness and respect.

We provide:

- Light housekeeping;
- Transportation;
- Errand services;
- Laundry services;
- Meal preparation;
- Shopping; and
- Medication reminders.



### **Marlene Carrasco** *Caring Companion Assistance Owner*

**Marlene Carrasco is the owner of Caring Companion Assistance and was one of the participants of the Consular Entrepreneurship Program for Women of Mexican Origin in Arizona. Carrasco won third place in the pitch competition organized by the Consulate General of Mexico in Phoenix.**



More Info:

(623) 418-7619

[email](#)  
[Website](#)

Our personalized services are available seven days a week and can range from just a few hours to live-in care. We are fully bonded and insured.

At Caring Companion Assistance, we firmly believe that the most wonderful gift you can give someone is to make him or her feel understood and cared for. This is what true love is all about.





# Guanajuato Is the Only Place for Art Lovers to Be in October



Guanajuato, one of Mexico's most beautiful colonial cities, has hosted the most important artistic and cultural festival in Latin America, the *Festival Internacional Cervantino*, every October since 1972 when it began with inspiration from plays by Miguel de Cervantes, who created *Don Quixote de la Mancha*. From the festival's beginning, the Mexican government has provided funding to invite artists and companies from around the world to participate.

This European-like colonial and sunny town also offers an extensive selection of cultural programs each year to celebrate *el Día de los Muertos* (November 1–2). The programs include all forms of arts with attractive dance, music, indoor and outdoor theater or street performances, exhibitions, conferences and visual arts from throughout Mexico and the world.

In 2020, the COVID-19 pandemic forced the festival to be online only. In 2019, Canada was the guest country and showcased Canada's diverse and tremendous arts sector on the streets and stages of Guanajuato. *The Nomadic Massive*, a multilingual hip-hop crew from Montreal known for their explosive shows and the *Royal Winnipeg Ballet*, which presents more than 50 performances every season all around the world, were just two of the participating groups that wowed the Guanajuato audience with their artistry.



More Info:

[Festival Internacional Cervantino](#)

If you are an arts lover, don't wait another minute to plan your trip. Hotels are sold out months in advance, so you must book early.





## Laura L. Medina Montiel

Brand Manager and PR for Grupo Cetto

Laura L. Medina Montiel is the Brand Manager and PR for Grupo Cetto, where she has worked for the past 11 years. Montiel began simply as a wine lover 20 years ago, doing tastings in an enoteca in Mexico City.



More Info:

[Valle de Guadalupe Guide: Where to Stay, Eat and Drink](#)

### TWO WINERIES

[Bodegas de Santo Tomas](#)  
[Cetto Winery](#)

### NEW AND OLD ROUTES

[The Wine Route](#)  
[Antigua Ruta del Vino](#)

## SAVE THE DATE

October 2, 2021  
**Guadalupe Valley**  
**Wine, Food & Music Festival**  
[guadalupevalleyfestival.com](http://guadalupevalleyfestival.com)

# Valle de Guadalupe

BY LAURA L. MEDINA MONTIEL

The first thing that comes to mind for uninformed tourists to Baja California is definitely not wine. However, winemakers have been producing wine in Valle de Guadalupe for more than 100 years.

Jesuit priests were the region's first winemakers in the 18<sup>th</sup> century, and Bodegas de Santo Thomas opened in 1888. The valley, which has been compared to California's Sonoma County, is located about 25 miles from Ensenada. It is a gorgeous area that is now home to more than 60 wineries, and is a place where tourists can walk to areas with cave paintings, streams,

hot springs, waterfalls and vestiges of missions in New Spain.

There are many options for tours of this wine region, where you will find artisanal, commercial and organic wines. Ensenada and its neighboring regions are responsible for more than 90 percent of Mexico's total wine production.

Note that there are actually two wine routes in Baja California: the Ruta del Vino and the original Antigua Ruta Del Vino. The region boasts five grape-growing valleys and the original wine route is definitely the road less traveled. It is fairly certain that wherever you wander in this area, you won't be disappointed by what you find.

## PRODUCT HIGHLIGHT

### A Brief History of Cetto Winery

Cetto Winery, one of the first wineries established in the Valle de Guadalupe, currently has the most complete range of wines in the region. The company has 2,965 acres of vineyards in four locations (Tijuana, Valle de Guadalupe, Ensenada and Mexico City) with its main facilities at kilometer 73.5 of the Tecate-El Sauzal highway. The internationalization of the Mexican wines of the Valle de Guadalupe was made possible by the pioneering work of L.A. Cetto Winery.

Don Angelo Cetto was a visionary Italian from the Trentino-Alto Adige region in northern Italy who moved to the Valle de Guadalupe. He was one of the first to appreciate the potential of the Baja Peninsula's Mediterranean climate and its valleys to produce great wine. Cetto already knew the wine culture of his region and, in 1928, began to fulfill his dream to build his first winery. The business is now being run by the third generation of Cetto family winemakers.

Cetto vineyards offers both red and white wines. Its reds include Cabernet Sauvignon, Petite Sirah, Zinfandel, Espaldera and Lyra. The line of whites offers Fume Blanc, Blanc de Blancs, Chardonnay and Chenin Blanc. The Private Reserves have one white (Chardonnay) and two reds (Cabernet Sauvignon and Nebbiolo) and the Don Luis Selección Privada includes the Concordia, Terra and Merlot reds, and the white Viognier. They also have labels in the Sierra Blanca, Boutique, Sparkling, Commemorative Reserves, Generous and Distilled lines.

Vinicola Cetto currently exports wine to more than 17 countries and has more than 679 international awards from Europe, Asia and North America.



# Javier Plascencia: A Tijuana Culinary Legend

Javier Plascencia is a simple man with a warm personality who is in constant search of exciting flavors. Born in Tijuana and raised in a hard-working family in the restaurant industry, Plascencia developed a natural curiosity for unique seasoning. This interest led him to first tour his own region, and later to explore the world in search of unusual ingredients. His culinary vision has no limits.

After finishing his studies in San Diego, Plascencia opened his first restaurant in Tijuana in 1989, and today is one of the most productive entrepreneurs in the region, operating several establishments, all with innovative concepts.

Also known as a local ambassador, Plascencia is a proud representative of Baja California, a place that he highlights wherever he goes. He is a fervent promoter of local production, from wines and beers to meat from organic farms. Visitors to the beautiful locations of his restaurants get a glimpse into Plascencia's favorite outdoor hobbies: the beach, the valley or just simply the natural environmental beauty of his beloved Baja California.



More Info:

[Chef Javier Plascencia](#)

## JAVIER PLACENCIA'S RESTAURANTS

### TIJUANA

#### MISSION 19

Calle Misión de San Javier 10643  
2<sup>nd</sup> Floor  
Zona Urbana Río, 22010

#### ERIZO

Av. Sonora 3808  
Chapultepec, 22020

#### CAFFÉ SAVERIOS

Av. Sonora 3808  
Chapultepec, 22020

### VALLE DE GUADALUPE

#### FINCA ALTOZANO

A country steak house  
Carretera Tecate - Ensenada  
Km 83, Ejido Francisco Zarco

#### ON THE FINCA ALTOZANO GROUNDS ¡LUPE!

This is a food truck serving  
tortas, tacos and drinks.  
Carretera Tecate - Ensenada  
Km 83, Ejido Francisco Zarco

#### ANIMALÓN

A fine dining restaurant  
under a more than 200-year-  
old oak tree serving five or  
eight course tasting menu  
plus option wine pairings  
Carretera Tecate - Ensenada  
Km 83, Ejido Francisco Zarco

**NOTE:** There also is a version  
of Animalón in Los Cabos that  
is described as the area's first  
floating restaurant.

### TODOS SANTOS

#### JAZAMANGO

Naranjos Street  
Garden Corner, Main Square  
Las Huertas Fractionation  
Tres Santos (783.36 mi)

[Antigua Ruta del Vino](#)



# Coffee Lovers Alert: Get Your Fix in Xalapa

Xalapa, the capital of the state of Veracruz, is a picturesque historical town located in the heart of Mexico's coffee region. Its relaxed, bohemian vibe coupled with its rich cultural attractions make it an ideal destination. Xalapa has an enjoyable temperate climate thanks to its location, nestled in the hills 4500 feet above the Gulf of Mexico and located on the road between Mexico City and the city of Veracruz.

Whether you venture here to discover the city's remarkable archaeological and anthropology museum, to stroll through its alleys, parks and gardens admiring the snow-capped volcano *Cofre de Perote*, to wander in the coffee region stopping in the small colonial town of Coatepec (five miles from Xalapa) or to find adventure aboard a rafting canoe in Jacumulco (25 miles from Xalapa), you will not be disappointed.



## Xalapa Museum of Anthropology

If you want to become an expert on the mother culture of Mesoamerica, this fascinating anthropology museum is the place to start. It has the largest collection of artifacts from the Olmec civilization, the earliest known major Mesoamerican civilization. Because of the importance of the Olmecs in Mesoamerican history, archeologists continuously research the Olmecs to discover more about this enigmatic people, who inhabited the coast of Veracruz and western Tabasco between 1200–400 B.C.



## LOCATION AND HOURS

Av. Xalapa s/n  
Unidad Magisterial  
91017 Xalapa-Enríquez  
+52 228 815 0920  
Daily, 9am–5pm

## The Coatepec Coffee Farms

Coatepec, labeled a “*Pueblo Mágico*” in 2006, is a coffee





lover's heaven on earth. Coatepec's high altitude and its cool and cloudy climate make it a perfect location to grow high-quality coffee. If you like the idea of experiencing growing, sun-drying, roasting and brewing your own coffee, from berry to cup, you'll be thrilled to visit and smell authentic coffee farms in Coatepec and venture through part of exotic *La Ruta del Café*, which offers an unforgettable experience for your senses.

Visit the popular Coffee Museum *Cafetal-Apan* and then hop into a 4x4 to explore different plantations and farms like *Finca Don Silvano* and *Finca Buenaventura*. They are biodiversity-oriented farms certified as coffee plantations within a protected natural area and located within the heart of the mountainous mesophilic forest, better known as *Bosque de Niebla*. It is a place where you can learn about ecosystem biodiversity and the history of coffee culture, coffee cultivation and processing, and also taste a selection of coffee samples to learn how to recognize an exceptionally good cup of coffee. The best time to visit *La Ruta del Café* is between November and March when the harvests take place.

## Gastronomy

Xalapa's regional cuisine is superb and unique. During colonial times, the city was

very well located and was the home of Mexico's largest Spanish trade fair. All the products coming to the Mexican colonies from Spain such as olives, olive oil, dried fruits, almonds, cheeses and wines had to be transported to Central Mexico via Xapala. The combination of European products and the fertile lands of Xalapa created an especially rich culinary landscape.


The best known Xalapa product is the *chile jalapeño*, one of the most ubiquitous condiments in Mexican cooking. Try these delicious chilis stuffed with fish, meat or chicken. They are also used in a tasty salsa mixed with cilantro and garlic. When the jalapeño is smoked and dried, it's called a chipotle and is delicious with a sweet-and-hot brown sugar and vinegar marinade.

The other local and important cuisine is the *comapeño*, which is a small, dried red pepper that is bright and citrusy, with twice the heat of cayenne. Add peanuts and garlic to make *salsa macha* and or toasted sesame seeds to make a mole-like paste called *tlatonile*. *Tlathonile* is often served as a condiment for tacos or for soups.

Finally, a cup of coffee and a dessert is always the proper ending to a great meal. In Xalapa, you can choose a tempting almond or hazelnut torte to go with your coffee or, if you are looking for something lighter, tropical fruits such as guavas and pineapples also are a yummy local option.

# MÉXICO

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