Join us for a special presentation with Dr. Ronda Brulotte, Assistant Professor of Anthropology and a faculty affiliate with the Latin American and Iberian Institute (LAII) at UNM. She holds a PhD in cultural anthropology and an MA in Latin American Studies from the University of Texas at Austin. Her research interests focus on global tourism, art and material culture, and the politics of food and heritage in Mexico. She is currently working on a second book project that deals with the production of Oaxacan mezcal for a transnational consumer market.

This talk will address the sociologically complex field of production, marketing, consumption, and connoisseurship surrounding Oaxacan mezcal as it emerges within the global market. Mezcal is an alcoholic spirit made by distilling the fermented juice from agave, a spiky-leafed member of the lily family that is related to the century plant—the same plant used to produce tequila. However, while tequila has enjoyed vast commercial success at home and abroad since the 1970s, until the late 1990s mezcal remained a regional drink, produced on a relatively small scale for local consumption, and was virtually unknown outside of Mexico. Mezcal from the southern state of Oaxaca is currently undergoing a dramatic transformation into a high-end, prestige commodity that is now produced for export to the U.S., Europe, South Africa, and Japan.

This event is sponsored by the LAII. It is free and open to the public. Light refreshments will be served. For more information, contact the LAII at (505) 277-2961 or visit us online at http://laii.unm.edu/events.