



# OAXACAN MEZCAL IN THE GLOBAL CRAFT ECONOMY

**Dr. Ronda L. Brulotte, Associate Professor and Director of Latin American Studies at The University of New Mexico**

**THURSDAY, OCTOBER 7 • 3:00 PM • Register to attend at: <https://bit.ly/3BLapGh>**

This presentation explores Oaxacan mezcal as a newcomer to the global market. Not only is mezcal Oaxaca's fastest-growing rural industry, it connects the region to an emergent network of producers, brokers, and consumers across the U.S.- Mexico border and beyond. Mezcal may be joining more well-known foods of Mexican origin commonplace in U.S. markets (corn, chile, chocolate), but its popularity is distinctly tied to the creation of a new class of global food consumers who prize mezcal as craft within the artisanal food movement; at the same time, its growing popularity is spurring questions about the sustainability of the industry.

**Ronda L. Brulotte** is Associate Professor in the Department of Geography and Environmental Studies, Director of Latin American Studies (LAS), and Associate Director for Academic Programs in the Latin American and Iberian Institute (LAI) at UNM. Dr. Brulotte's research focuses on food systems, tourism geography, critical heritage studies, commodities and materialism, and transnational indigeneity. As Associate Director for Academic Programs at LAI, she oversees the Latin American Studies undergraduate and graduate program, including serving as Chair of the Interdisciplinary Committee on Latin American Studies, the faculty governance body for LAS.



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