

SOTOL QUECHOL

STRIVING FOR SUSTAINABILITY

The producer of QUECHOL is family owned and operated, and is dedicated to creating traditional spirits in an environmentally friendly fashion. Together we are committed to putting mother earth first and making it our priority to become leaders in sustainable spirits production.

THE SPIRITS PROCESS



POWERED BY SOLAR ENERGY

Durango receives plenty of sun which allows for the facility to be 100% solar powered. Solar energy is used not only for general operations, but also to run the mill used to shred the sotol and to heat the mountain spring water used in its fermentation.

BUILDING WITH PRODUCTION BYPRODUCTS

Since 2020, over 40,000 bricks made with plant waste from the production process have been used in the construction of QUECHOL's production facility. Waste for these bricks is also collected from other vinatas nearby, creating a broader positive impact. Once the facility's expansion is completed, this process will continue, and bricks will be made for a charity program in the village of San Nicolas de Acevedo.

REFORESTATION CAMPAIGN

Focusing on maintaining a healthy, sustainable balance of vegetation in the local ecosystem, for every bottle produced, one sprout is planted. This initiative essentially regrows five times the amount of plants consumed. The greenhouse currently has close to 100,000 sprouts that are ethically cultivated for two or three years before being re-introduced into their natural habitat.

COMMUNITY FOCUS

QUECHOL's producers are the biggest employer of the community of San Nicolas, Durango, creating many work opportunities for both men and women from the harvest and production of sotol and construction of the related facilities.

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