
SOCIEDAD ORGANOLEPTICO DE DERIVADOS DEL AGAVE

Discover, Develop and Disseminate top-line Agave Distillates from Diverse Regions of México

--- A North American Trade Council ---

S.O.D.A. is a society of agave spirit subject matter experts from within the agave distilled spirits industry, charged with expanding trade and consumer knowledge of Mexico's diverse agave spirits products, their methods of production and the essential characteristics of their craftsmanship.

The society is comprised of industry professionals with disparate skill-sets, including distillers, brand owners, importers, wholesalers, retailers, marketers, writers, bloggers, restaurateurs and bartenders, working collectively for the general betterment of authentically-produced agave spirits.

S.O.D.A. is charged with the following mandate:

- Serve as an agave industry 'good-practices' accreditation board, to promote a seal of approval for those agave spirits distillers who conform to authentic and non-industrial methods of production;*
- Maintain a database of national and foreign S.O.D.A. accredited distillers, retailers, restaurants and bars;*
- Discover and bring to market new and outlying Mexican agave distillates through S.O.D.A.'s partners;*
- Host regional S.O.D.A.-endorsed tasting and educational events, to cross-promote and develop accredited products, retailers, restaurants and bars;*
- Conduct periodic S.O.D.A. education and discovery trips to regional Mexican distilleries to expand first-hand product knowledge and inter-S.O.D.A. community relationship building.*

Through collectivism and shared resources, S.O.D.A. promotes practices of integrity and disclosure to further develop the celebration and commerce of extraordinary agave distillates laying outside the domain of global spirit conglomerates, who increasingly traffic in illegitimate, exploitive and industrialized products. Ultimately, S.O.D.A. works to even the playing field for small producers by uniting the passion and philosophy of regional trendsetters, influencers and subject matter experts.