





ACTIVITIES AND RESULTS REPORT

WINES OF AGUASCALIENTES

January, 2026



ADVISORY COUNCIL

A collegiate advisory body of an interdisciplinary nature, whose purpose is to guide, promote, and propose public policies, projects, and strategic actions that foster the development of the sector.

- Date of establishment: October 28, 2024
- 1st Ordinary Assembly: December 13, 2024
- 2nd Ordinary Assembly: July 23, 2025
- 3rd Ordinary Assembly: January–February 2026 (date to be confirmed)

2nd Ordinary Assembly – July 23, 2025

Agency	Agreements / Key Actions
SEDECYT	Geographical Indication (GI). Subsidy for national and international competitions. Alliance with Mercado Libre, Aguascalientes International Airport (AGS) and GAP. Linkage with the Research Center of La Rioja.
UTNA	Establishment of the Spectrophotometric Analysis Laboratory.
SECTUR	Results: Urban routes, signage, training programs, Grape Fair, among others.
SEDRAE	Productive reconversion program and call for applications for viticultural equipment.
IEA	Presentation of a Hackathon proposal focused on agricultural activity and winemaking.
General Matters	• CANIRAC: Cork Recycling Program – pending response. • Wine Council: request to incorporate Universidad Panamericana.



GEOGRAPHICAL INDICATION: WINES OF AGUASCALIENTES

Recognition granted by the Mexican Institute of Industrial Property (IMPI) highlighting the authenticity and quality of wines produced in a specific region.

Status

- Working teams and subcommittees established
- Participation of producers, agronomists, oenologists, sommeliers, historians, and university researchers
- First alignment meeting with IMPI completed
- Manuals, formats, and guidelines completed



IMPI
INSTITUTO MEXICANO
DE LA PROPIEDAD
INDUSTRIAL



Secretaría de
**Desarrollo Económico,
Ciencia y Tecnología**



PROGRAMS

- Open calls on a permanent basis
- Document submission and management through SEDECYT



Wineries with certification seal: 10
In process: 1



Additional wineries with seal: 3
In process: 2





SUPPORT PROGRAM FOR WINE PRODUCERS OF AGUASCALIENTES - PARTICIPATION IN NATIONAL AND INTERNATIONAL COMPETITIONS

Support to cover costs:

- Sample shipment
 - Registration fees
 - Laboratory analysis
 - Wine transport insurance
 - Official translation services
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- **Closed:** October 2025
 - **Reimbursements to be executed:** January 2026
 - Budget allocated for 2026

Producer	Reimbursement (MXN)
Casa de Quesada	\$35,000.00
SOMMS 8	\$4,600.00
BABAL	2,500.00
Cosecha 3	\$3,600.00
Tres Lunas	4,750.00
Waino	\$2,016.00



MERCADO LIBRE AGREEMENT

OPENING NEW DIGITAL MARKETING CHANNELS



Group 1 - Registration	Participants:	Completed:
15	Vinícola el Secreto, Viñedos Iberia, Viñedos Tierra, Centro Polivalente Vitícola, Razón de los quince BABAL (5)	 
06	Casa de Quesada Vinícola Segunda Parte Bodegas and Vinos Triunvirato	Training in progress



AGUASCALIENTES INTERNATIONAL AIRPORT AGREEMENT

Strategic partnership with Aguascalientes International Airport to strengthen commercial presence through marketing and brand activations.



Aeropuerto
Internacional
de Aguascalientes

- Activations in arrival and departure areas – approved by local administration; pending GAP approval
- Complete agreement with ICA
- Sales at Aeromarket and VIP lounge pending GAP authorization
- Call for business roundtables
- 11 wineries registered and participating
- 5 wineries currently offering products at airport stores



DEL ROCÍO
VINÍCOLA



BABAL



CASA DE QUESADA



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SPECTROPHOTOMETRIC ANALYSIS LABORATORY

INVESTMENT: MXN 2.5 MILLION



Infrastructure and equipment: Completed

Pending actions:

- Inclusion of services and pricing in the Revenue Law
- Assignment of responsible personnel

- Vigor tests
- Nutritional status
- Antioxidant capacity
- Color
- Fermentation
- Phenolic compounds
- Sugars
- Heavy metals
- Acidity
- Polyphenols



EVENTS, TRADE SHOWS AND TRAINING

Event	Participants	
EXPO Gourmet	03	Viña Secreta, El Aguaje and Viña Las Cruces
Chedraui Select	04	7 wine labels Wineries: Prañon de María, Vinícola el Secreto, Hacienda de letras and el Aguaje
Wine & Mezcal Business Meeting	13	Vinícola El Secreto, Bodega Gossarte, Vinícola Santa Elena, Bodegas Origen, El Aguaje, Bonart, Casa de Quesada, Roble Negro, Hacienda de Letras, Gxan Ruisseau, Viñedos Iberia, Bodegas and Vinos Triunvirato (Vinos “Festina Lente”) y Vinícola del Rocío
NOM-142 Training	17	Labeling and sanitary specifications for alcoholic beverages

EVENTS, TRADE SHOWS AND TRAINING

Event	Participants	
FOODEX	02	Santa Elena / Valle Redondo
Expo ANTAD	7	+25 wine labels exhibited
ProWein	4	06 wine labels exhibited
CottonWood	3	+13 wine labels
ANUGA Germany	01	Valle Redondo



STRATEGIC PARTNERSHIPS: SINGAPORE

- **Singapore Trade Mission and Meetings**
 - Enterprise Singapore
 - DiMuto (export digitalization)
 - Alibaba Cloud International
- **Singapore Embassy Event – Mexico City**
 - +200 attendees
 - Presence of Wines of Aguascalientes



STRATEGIC PARTNERSHIPS: INDIA



Compliance with national regulations

Market study and understanding

- Trends
- Zoning

Distribution through consumption centers

Placement in retail outlets

- SONARYS, Distributor
- SOHO Wines
- CHENAB IMPEX Pv.t Ltd.



STRATEGIC PARTNERSHIPS: CANADA



Importing and distribution
companies in Ontario



CottonWood Agency
Wine and liquor importer
and distributor in Ontario.



Liquor Control Board of Ontario
(LCBO) – Wine control and
distribution authori



STRATEGIC PARTNERSHIPS

AMSDE & Ministry of Economy Commission for the Promotion of the Wine Industry

- Review of the Promotion Law regulations
- Establishment of the Inter-Ministerial Commission for the Promotion of the Wine Industry
- Review of the Geographical Indication (GI) project for Mexican wine
- Creation of an Official Mexican Standard (NOM) for wine
- Review of proposed amendments to the Excise Tax (IEPS) applicable to Mexican wine
- Proposal for a Certificate of Origin for imported products
- Granting of the “Made in Mexico” seal exclusively to 100% Mexican products



2026 PLANNING NATIONAL AND INTERNATIONAL EVENTS



Mexican Wine Council

- April 9–11, 2026
- Specialized event
- Conferences
- Exhibition
- Technical visits



- March 2027
- Conferences
- Exhibition
- Technical visits



- February 2026
- Specialized training
- Exchange of students, professors, and technicians
- Diplomas and master's programs
- Business experience exchange
- Creation of a University–Industry collaboration model
 - UC Davis – Napa Valley
 - UTNA – Aguascalientes Valley



2026 PLANNING



- Activations at consumption centers
- Activations at the Aguascalientes Pavilion
- Program for participation in national and international trade fairs and expos
- Subsidy program for participation in national and international competitions
- Financing program:
 - Equipment
 - Infrastructure

2026 PLANNING

State Wine Registry

- Data collection and registration
- Update program



Agreement with the Institute of Vine and Wine Sciences of La Rioja

- UAA, UTNA, and IEA
- Applied research in field activities and winemaking processes



IEA - Hackathon Implementation

- Identification of technological solutions
- Field activities and winemaking processes

