

Guadalajara

Agenda • July 14 - 18, 2025 • Sheraton Guadalajara Expo



Ethanol Technology Institute Staff

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Hotel Information

Sheraton Guadalajara Expo

Av. Mariano Otero 1510
Rinconada del Sol
45055 Zapopan, Jalisco, Mexico

Making Reservations Online

Reservations can be made using this booking link:
[Sheraton Guadalajara Expo](#)

To Reserve By Contacting the Hotel Directly

Phone: +52 (0) 333 045 0101
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Airport Information

Guadalajara Airport

Guadalajara, Mexico (GDL)

Tourist Information:

visitagd.com



Monday

July 14, 2025

7:30 - 8:45

REGISTRATION & NETWORKING BREAKFAST

8:45 - 9:15

Welcome

Justin van Rooyen, Lallemand Biofuels & Distilled Spirits (USA)

9:15 - 9:30

Introduction to the Agenda

Graeme Walker, Ethanol Technology Institute (Scotland)

9:30 - 10:15

Global Distilled Spirits Industry

Maryse Bolzon, Lallemand Biofuels & Distilled Spirits (France)

10:15 - 10:45

COFFEE

10:45 - 11:15

Agave Spirit Production

Katia Garza, Lallemand Biofuels & Distilled Spirits (Mexico)

11:15 - 11:45

Future of Tequila Globally

Antonio Garcia, Camara de la Industria Tequilera

11:45 - 12:00

Load Buses (Lunch on Buses)

12:00 - 14:00

Travel to Distillery Visit

14:00 - 16:00

Distillery Visit

16:00 - 18:00

Return Travel to Hotel

FREE EVENING IN GUADALAJARA

ABOUT SANTA LUCIA DISTILLERY

The history of this noble company is one of struggle, dedication and love for the traditional Mexican drink par excellence. Its origins date back to the year 1940, with Don Enrique Guillermo Newton who begins to market tequila under the name "Supreme and unique special tequila". In 1943, with the birth of Mr. Federico Ernesto Newton, a family generation interested in resuming the course of his father's company arose. During the 80's, the company had prestige in the tequila world, with imminent growth. In 1989, the company name was officially consolidated "Tequilera Newton e Hijos SA de CV", which continues with 4 generations of tradition that seek to conquer society with a good tequila

The tour will showcase the process from intake of raw materials to warehouse / maturation.

Tuesday

July 15, 2025

8:00 - 9:00

NETWORKING COFFEE

9:00 - 9:45

Agave Agronomy - Growing Harvesting & Future Prediction

Rodolfo Farias, Diageo (Mexico)

9:45 - 10:30

Agave Processing for Spirit Production

Miguel Escobar, Bacardi Tequila Cazadores

10:30 - 11:15

Non Tequila Production (Agave Spirits)

Rafael Resindez, Diageo (Mexico)

11:15 - 11:45

COFFEE

11:45 - 12:30

Physiology of Ethanol-Producing Yeasts (Including Flavor Congener Development)

Graeme Walker, Ethanol Technology Institute (Scotland)

12:30 - 13:15

Selecting an Effective Yeast Strain for Your Feedstock

Elena Fossati, Lallemand Biofuels & Distilled Spirits (Canada)

13:15 - 14:00

LUNCH

14:00 - 14:45

Yeast Pretreatment Direct Pitch or Propagation

Alejandro Aguilar, Lallemand Biofuels & Distilled Spirits (Mexico)

14:45 - 15:30

Yeast Nutrition to Improve Fermentations

Maria Nachetova, Lallemand Biofuels & Distilled Spirits (Estonia)

15:30 - 16:00

COFFEE

16:00 - 16:45

Building a Global Brand

David Santos, Bacardi Tequila Patron

16:45 - 17:30

Fermentation Management

Maryse Bolzon, Lallemand Biofuels & Distilled Spirits (France)

17:30 - 18:30

Sensory Aspects of Distilled Spirits / Agave Spirits Characteristics

Ana Maria Romero, Creativa Sensorial (Mexico)

18:30 - 20:30

NETWORKING COCKTAILS TASTING & BUFFET

Join us as we taste samples and share stories of production successes and challenges of various tequila and agave spirits produced by your fellow school attendees.

Wednesday

July 16, 2025

NETWORKING COFFEE

8:00 - 8:45

Proprietary Yeasts - Isolation / Selection / Benefits

Struan Reid, Lallemand Biofuels & Distilled Spirits (Canada)

8:45 - 9:30

Practical Troubleshooting a Distillery

TBD

9:30 - 10:15

COFFEE

10:15 - 10:45

Improving Fermentations - Practical Case Studies

Jose Antonio Marques, Lallemand Biofuels & Distilled Spirits (Brazil)

10:45 - 11:30

Theory of Distillation for Potable Spirits

Phil Madson, Madson Global LLC (USA)

11:30 - 12:15

Distillation Troubleshooting for Potable Spirits

Phil Madson, Madson Global LLC (USA)

12:15 - 13:00

13:00 - 14:00

LUNCH

14:00 - 14:45

Distilling for Congeners

Robert Piggot, Lallemand Biofuels & Distilled Spirits (Canada)

14:45 - 15:30

Maturation Biochemistry

Robert Fotheringham, Lallemand Biofuels & Distilled Spirits (Scotland)

15:30 - 16:00

COFFEE

16:00 - 18:00

Microbial Solutions for Flavor Diversity & Impact on Organoleptic Aspects (Theory & Sensory Evaluation)

Elena Fossati, Lallemand Biofuels & Distilled Spirits (Canada)

FREE EVENING IN GUADALAJARA

Thursday

July 17, 2025

8:00 - 9:00

NETWORKING COFFEE

9:00 - 9:45

Sustainability in Distilleries

Michael Cody, Lallemand Biofuels & Distilled Spirits (USA)

9:45 - 10:15

Contamination & Control in Distilleries

Chris Richards, Lallemand Biofuels & Distilled Spirits (USA)

10:15 - 10:45

Distilled Spirits: Quality Management

Robert Fotheringham, Lallemand Biofuels & Distilled Spirits (Scotland)

10:45 - 11:15

COFFEE

11:15 - 11:45

Effluent / Waste Water Treatment

Luis Ortega, Lallemand Biofuels & Distilled Spirits (Canada)

11:45 - 12:15

Ethyl Carbamate Practical Solutions in Spirit Production

Robert Fotheringham, Lallemand Biofuels & Distilled Spirits (Scotland)

12:15 - 13:00

KeyNote Lecture

TBD

13:00 - 14:00

Closing of School & Certificate Presentation

14:00

END OF SCHOOL

Friday

July 18, 2025

Optional Tour to Tequila Town & Jose Cuervo Field & Distillery
Limited Availability - Additional Cost \$150.00 USD per person

9:00 - 9:30

Meet in Lobby & Load Buses

9:30 - 11:30

Travel to Tequila Town

11:30 - 13:00

Tour of Agave Plantation; Growing & Harvesting

13:00 - 14:30

Free Time in Town (Lunch on Your Own)

14:30 - 17:00

Tour of Distillery & Tasting

17:00 - 17:30

Load Buses for Return to Hotel

17:30 - 19:30

Travel to Guadalajara



Mundo Cuervo

We are excited to have you join us for an educational tour of the Agave Fields & Distillery La Rojeña in Tequila, Jalisco. The morning session of the tour will include a visit to the the agave fields where you will see first hand how the plants are grown and harvested.

After some time on your own to grab lunch and explore the downtown area, the group will gather again for an indepth tour of the distillery, including a visit to the Family Valuts. The tour also include a tasting of three glasses of tequila from the Maestro Dobel line. The tour concludes with the bottling of a liter of your own blend of Dobel to take home.



Please be present 15 minutes prior to the tour start time.

Please note the following items/actions are not permitted while on tour:

