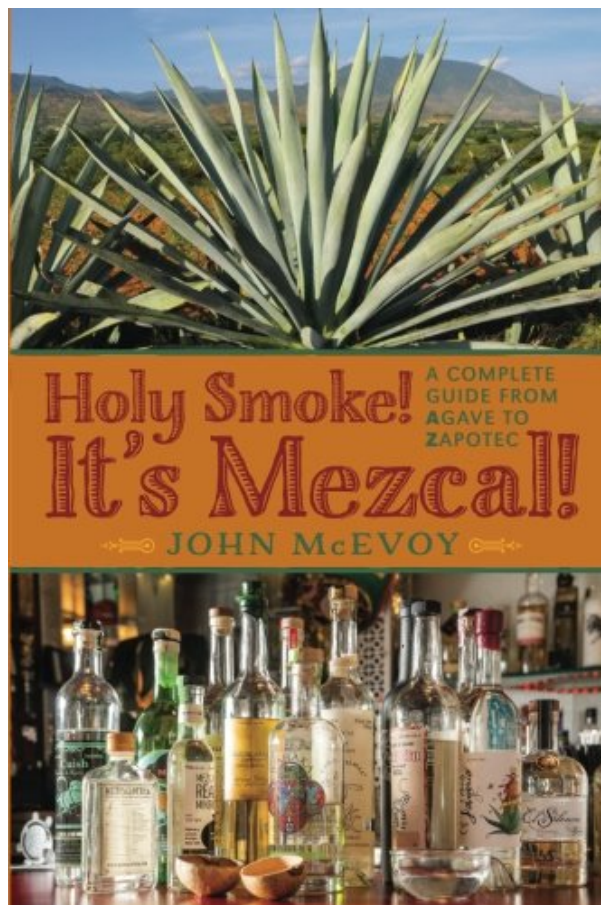
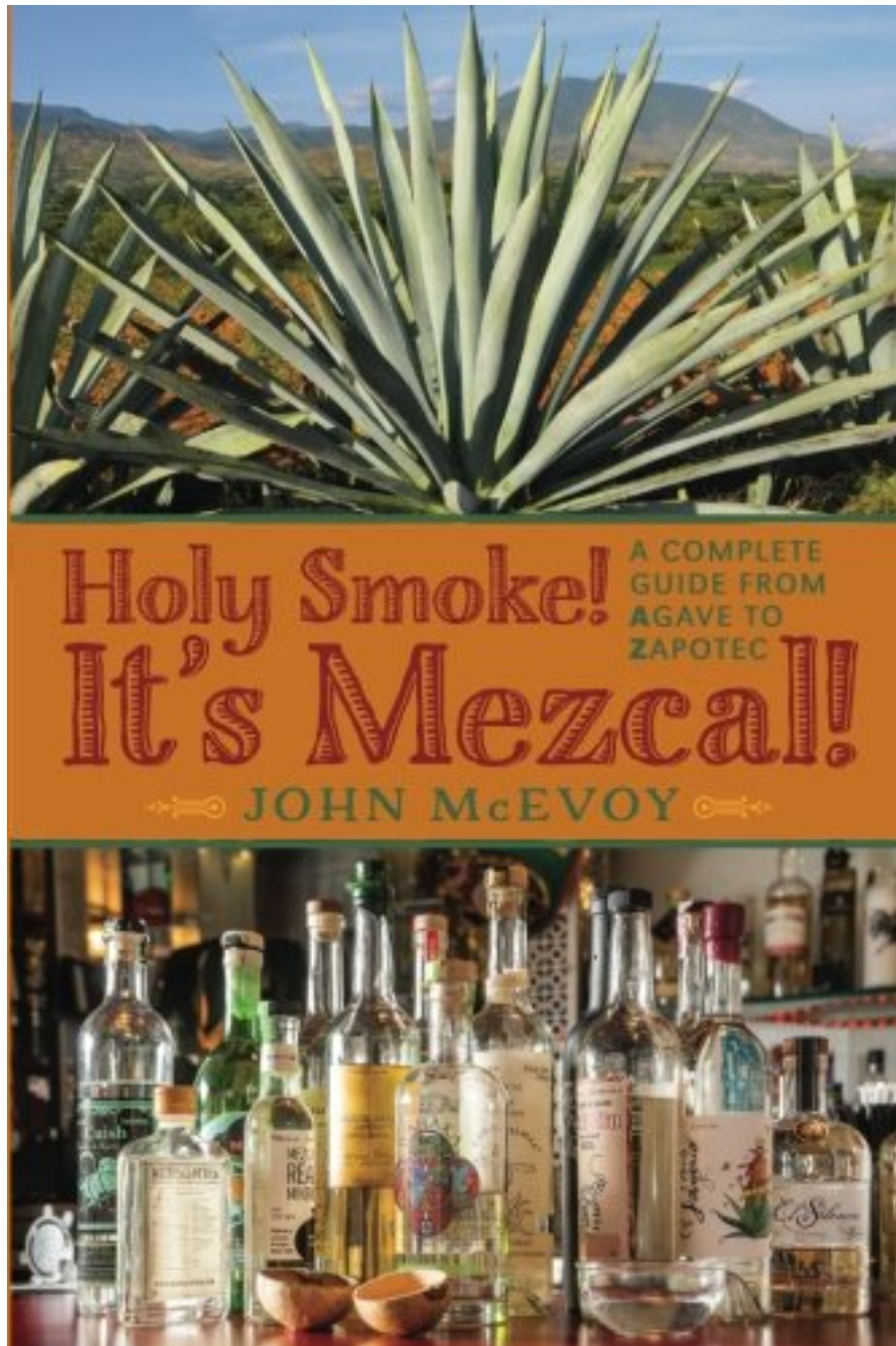


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About the Author

John McEvoy lives in NYC with his wife and son and is surrounded by several hundred bottles of mezcal.

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Holy Smoke! It's Mezcal!: A Complete Guide From Agave To Zapotec By Mr. John P. McEvoy.

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Holy Smoke! It's Mezcal! is being acclaimed by leading experts in the mezcal and spirits world: "An amazing accomplishment", "For those of us that live and love mezcal, we finally have a book", "The best book on this beautiful artisan spirit", and "A playful yet responsible thesis of the history, lore, and science that infuses every bottle". Mezcal is finally being counted among the world's leading beverages for its quality, complexity and authenticity. John McEvoy, the author of the outstanding blog Mezcal PhD (www.mezcalphd.com), pens his first book on this magical elixir. Holy Smoke! It's Mezcal! is a passionate journey into everything you want to know about mezcal. Among other things, the author explores the history of mezcal and how it differs from tequila, the hand-crafted production process that has been handed down from generation to generation, the wide variety of agaves which are used to make mezcal and how each varietal can alter the flavor, all the mezcal brands found in the U.S., mezcal cocktails with over forty tasty recipes, and the differences between tequila, mezcal, pulque, bacanora, raicilla, sotol and more. Holy Smoke! is rich with photographs, diagrams, charts and details while maintaining a light-hearted and approachable tone throughout. Contributing to the polished style of the book is a top notch team including A-list food and spirits industry photographer Noah Fecks, renowned book designer Patty Fabricant, and former Associated Press editor Dave Ivey. Whether you are just becoming interested in this seductive spirit or are already a convert, this book is for you.

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About the Author

John McEvoy lives in NYC with his wife and son and is surrounded by several hundred bottles of mezcal.

Most helpful customer reviews

2 of 2 people found the following review helpful.

Very Comprehensive - Everything You Need to Know About Mezcal

By Jack Trujillo

As a bar owner that serves exclusively mezcal and agave spirits this has been a necessary handbook for all of our bartenders and front of house staff. Very comprehensive. This book is a must for mezcal lovers or any new to mezcal and curious about this magical spirit. John's writing style is casual but informative and he'll crack you up, guaranteed. The book covers all facets of the mezcal world, including a detailed description of the production process, agave varietals, and most importantly- the future of mezcal. If you read this book and you're a tequila devotee (like John said he once was) I see a conversion in your immediate future. Oh and I almost forgot- there are tons of delicious mezcal cocktail recipes in the back---donated by famous bars/bartenders plus some crafted by John himself! Amazing!

1 of 1 people found the following review helpful.

A Complete Guide from Agave to Zapotec” is a wonderful dissertation on the production and consumption of Mezcal

By Rico

“Holy Smoke! It’s Mezcal!: A Complete Guide from Agave to Zapotec” is a wonderful dissertation on the production and consumption of Mezcal, a Mexican spirit which has become increasingly popular in the U.S. John McEvoy, the blogger of “Mezcal PhD,” offers an interesting and informative introduction to Mezcal, one leavened with history, humor, and insight. In addition, he provides mini-reviews of imported brands and includes over forty cocktail recipes. I once believed mezcal was a cheap, oily, low-life agave derivative “con gusano,” when compared to its “refined” and more popular cousin, tequila. But McEvoy convinces me otherwise and, with his guidance, I now embark on a new adventure: the sampling of Mexico’s other popular native spirit, Mezcal.

3 of 3 people found the following review helpful.

Why You Should Read This Book - and Drink Mezcal!

By dasypus

Well, I must say this is a wonderfully informative and entertaining book. Having been to Oaxaca and seen first-hand where many of these seductive brands are born, raised and produced - I believe the author has perfectly captured the essence of what mezcal is all about. It is everything that tequila is not - and more - because its soul is as free as Mother Nature can make it. John has managed to take the reader through the history of mezcal on a personal tour of the senses that does not stop in Oaxaca. It continues on to your local bar or mezcalaría and into your living room. The list of cocktails is amazing - if not dangerous (YUM)! Buy this book and you will know almost everything you need to know about mezcal. The only thing left to do - is drink it. Salud!

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