



Around The Globe

HISTORY, WINE, AND HOSPITALITY IN QUERÉTARO

AAHS PROUDLY BESTOWS THE PRESTIGIOUS INTERNATIONAL FIVE-STAR DIAMOND AWARD TO HACIENDA LABORCILLA



SANTIAGO DE QUERÉTARO, MEXICO – The American Academy of Hospitality Sciences (AAHS) is proud to announce Hacienda Laborcilla as the newest recipient of the prestigious International Five-Star Diamond Award. Set within an 18th-century hacienda recognized as a historical and cultural heritage site by Mexico's National Institute of Anthropology and History (INAH), Hacienda Laborcilla has transformed a centuries-old estate — once used for grain storage and farm work — into one of Querétaro's most celebrated destinations for art, wine, and gastronomy.

The plaque unveiling ceremony, held on September 9, brought together municipal authorities, representatives from the Ministry of Tourism, educational and culinary institutions, business leaders, hospitality professionals, media, and special guests. The evening was hosted by Adán Guerrero, co-founder of the Colegio Mexicano del Vino, who spoke to the team behind the honor: every dish, every glass, and every detail at Hacienda Laborcilla reflects a staff dedicated to upholding its standards.

For Fabiola García, Administrative Manager of Hacienda Laborcilla, the award marks both a milestone and a renewed commitment. She noted that the property's philosophy has always centered on excellence, hospitality, and attention to detail — a standard that depends on disciplined, coordinated teams showing up every day. That same recognition, she added, will continue to push the team toward higher standards going forward.





The evolution of the property extends to its wine program as well. Marketing Manager Iveth Peña highlighted that the guest experience begins the moment visitors engage with the brand and carries through the architecture, service, gastronomy, wine, music, and every detail in between. Hacienda Laborcilla now offers a collection of more than 400 wine labels alongside a curated by-the-glass selection, complemented by wine fairs, tastings, and collaborations designed to welcome both newcomers and connoisseurs — an experience further expanded by The Carter Bar, a dedicated space built to give guests new reasons to return.

On the culinary side, Executive Chef Juan Morales pointed to the challenge of evolving without losing the identity that defines the hacienda — a continual process of learning, listening, and renewal. The AAHS International Five-Star Diamond Award plaque unveiling ceremony marked not only Hacienda Laborcilla's storied past, but its continued commitment to excellence for the future.