



Give your guacamole visual and flavor distinction by stirring in fresh pomegranate arils.

## Trends

- Fresh has never been more important—whether it's house-made guacamole, personalized salsa recipes, or local seafood, now is the time to highlight the quality of ingredients.
- Mexican food became mainstream decades ago; today's chefs differentiate themselves by highlighting the flavors of specific regions such as Oaxaca, Veracruz, and Yucatan.
- Balance is key: give hearty dishes like carnitas, carne asada, and chile con queso bright notes from lemon zest, a hint of lime juice, fresh oranges, and roasted tomatillos.
- Don't forget the children... kids' menus are in the spotlight with fewer fried, fatty foods and more fresh fruits, vegetables, and lean meats.
- Single-item restaurants like those that only serve tacos or specialize in regional mole sauces are on the rise; showcase what you do best, even if it's just on the specials menu.
- Authenticity continues to reign supreme. According to Technomic, twice as many Hispanics (44% compared to 21% of the general population) are willing to pay more for food that is described as and tastes authentic.



## Suggested Pairings

- Markon First Crop (MFC) Red Onions: Sweet red onions play a large role in Hispanic cuisines. Serve them raw or pickled with bell peppers, carrots, cilantro, and ripe tomatoes.
- MFC Tomatoes: From Portugal and Spain to Latin America, Brazil, and Argentina... tomatoes marry well with ingredients like avocados, local seafood, potatoes, and rice.
- Ready-Set-Serve (RSS) Avocado Halves: Avocados find their way into dishes across the menu, even dessert. Their nutty creaminess balances crunchy lettuces, spicy peppers, and sour notes from lemon, lime, and vinegar.
- RSS Carrot Sticks: Pair the crunch and color of carrot sticks with braised pork, crema, guacamole, jalapenos, and vinegar.
- RSS Shredded Green Cabbage: Cabbage provides a balancing crunch, especially with soft braised meats, melted cheeses, and refried beans. Also pair with black beans, nopales (cactus leaves), radishes, and shrimp.
- RSS Tiny Chopped Blend: This finely chopped iceberg-romaine blend makes topping tacos, stuffing burritos, lining tortas, and garnishing quesadillas quick and easy.

## Hispanic Essentials

- Pickled Carrots and Jalapenos
- Romesco
- Cross-Regional Tacos
- Arepas
- Green Rice
- Local Seafood
- Mole Sauces
- Ceviche
- House-Fried Tortilla Chips
- Tortas
- Churros



- Guacamole
- Cotija Cheese
- Serrano Peppers
- Black Beans
- Cilantro
- Cabbage
- Crema
- Radishes

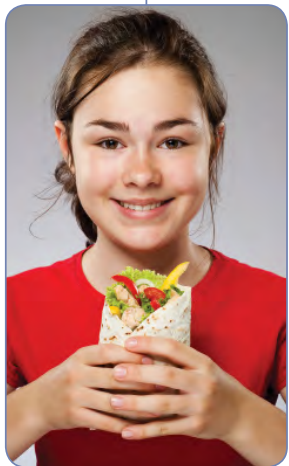
## Usage Ideas

### MFC Red Onions

- Pickled red onions are a delicious topper for dishes as varied as Spanish tortillas, Mexican street tacos, and Venezuelan arepas
- Add the subtle heat of chopped raw onions to green and red salsas, guacamole, and seafood ceviche
- Sautéed or caramelized onions have softer flavors, but more complexity. Try adding them to recipes for burritos, fajitas, tortas, and upgraded quesadillas
- Counter the richness of long-simmered traditional Mexican stews like birria, posole, and menudo with the bite of red onions

### MFC Tomatoes

- Whether raw or cooked, tomatoes play an integral role in Hispanic cuisines, especially in salsa
- Serve tomatoes two ways by baking with seasoned ground beef inside flaky pastry, then topping the empanadas with a fresh pico de gallo
- Roast whole cherry tomatoes with onions, garlic, and epazote; add whole to soups and meat braises, purée for dressings and marinades, or chop and add to dips and spreads



### RSS Carrot Sticks

- Offer fermented carrot sticks as an appetizer, bar snack, or spicy side dish
- Substitute RSS Carrots for fried tortilla chips when serving dips like queso fundido
- Bake inside vegetarian enchiladas or steam in tamales for great color and a hint of sweetness
- Ideal in the Tex-Mex classic dish fajitas; sauté with steak, bell peppers, onions, and jalapeños

### RSS Shredded Green Cabbage

- Use raw to give texture to Cuban pressed sandwiches, Puerto Rican rice and beans, and breakfast chilaquiles
- Toss with shaved Serrano chile peppers and dress with a citrusy vinaigrette; serve with grilled steaks and carnitas plates
- Go upscale by stuffing pastry with tender pulpo (octopus) and cabbage and serving with a fruity mango sauce
- Sautéed cabbage has a different, tender texture that works well in snacks like flautas, gorditas, and sopas

### RSS Tiny Chopped Blend

- Perfect for garnishing and lining Mexico's popular sandwiches, including cemitas, chanclas, pambazos, pelonas, and tortas, RSS Tiny Chopped Blend also works well over enchiladas, nachos, and taquitos
- Use as a topper to give texture to caldos like posole, sopa de albondiga, sopa de fideo, and tortilla soup
- Serve roasted meats such as barbacoa, carne asada, and cochinita pibil over a crisp bed of RSS Tiny Chopped Blend

### RSS Avocado Halves

- Save time and labor by skipping the peeling process and getting straight to slicing, dicing, or mashing these convenient individually wrapped avocado halves
- Drop RSS Avocado Halves into a blender or food processor to make silky smoothies and salad dressings
- Use in fiery salsas to counter the heat of chile peppers and add a soothing element



Everyone loves tacos, most especially kids—pack with healthy fresh produce in whole-wheat tortillas



### 5-Star Food Safety

- Every case of RSS, MFC, or ESS you purchase from a member distributor has met or surpassed Markon's unparalleled standards for food safety.
- Our 5-Star Food Safety® Program is based on specifications, inspections, and information at five key points: fields, facilities, transportation, distributor warehouses, and operator kitchens.

### Sustainability

- Markon was the first to test sustainable practices that result in specific, verifiable, and measurable data; we continue to set new benchmarks, meet them, make adjustments, and pass these standards along to the rest of the produce community.

