

NUEVO LATINO

The latest food trends and technologies from Griffith Laboratories



culinary
TECHNOVATIONS

CHIPOTLE CITRUS
CHICKEN TOSTADA

a **tango**
for your **tongue**



Griffith Laboratories Presents:
A Complete Nuevo Latino Offering

Culinary Technovations Product Listing

For Entrees

MARINADES

- Adobo #501-0468**
- Ancho Style Chili #501-0467**
- Carnita #501-0470**
- Chipotle Citrus #501-0462**
- Pasilla Style Chili & Lime #501-0469**

RUBS & TOPICALS

- Adobo Citrus #501-0461**
- Ancho Style Chili & Cilantro #501-0471**
- Chipotle Citrus #501-0463**
- Yucatan #501-0472**



ADOBE CITRUS
ROASTED BEEF

For Sides

- Ancho Style Chili & Lime Topical #501-0473**
- Chili, Citrus, & Cilantro Salsa Seasoning #501-0465**
- Cuban Rice Seasoning #501-0458**

For Snacks

- Chili Lime #501-0460**
- Salsa Verde #501-0466**
- Zesty Chili #501-0474**

American Menus Move Beyond Mexican

In the past 20 years Mexican cuisine has grown to become a mainstream staple in American eating. Today, ingredients and flavors from the other Latin American countries are emerging in foodservice and retail. In 2004, Latino cuisine (beyond Mexican) is available on 18.7% of chain restaurant menus and 32.1% of the casual dining chain menus. —Source MenuMine!

a t a n g o for your t o n g u e

Bold. Colorful. Delicious.

Nuevo Latino cuisine is hot, bold and here to stay. It blends ingredients, flavors and cooking techniques from Latin America with classical American cuisine. It unites elements of heat, sweet, sour and liquor to deliver exciting, well balanced flavors that stimulate the senses.

The impact and acceptance of Latin influenced foods continues to grow and is driven by demographic shifts and consumer demand. The influx of immigrants from Latin American countries combined with American consumers' passion for new, bold flavor profiles leads to strong demand for Nuevo Latino in foodservice and retail.

The distinct and diverse cuisines of Mexico, Central America, South America, and the Caribbean Latino islands provide the inspiration for Nuevo Latino.

Chilies 101:

The heat of a chile comes from the potent compound capsaicin. Nuevo Latino features an abundance of chiles that vary in flavor and heat.

- **ANCHO:** A dry smoked Poblano that ranges in flavor from mild to pungent
- **CHIPOTLE:** A dried, smoked Jalapeño that is smoky and sweet
- **GUAJILLO:** Very hot and often referred to as the "travieso" or mischievous chile
- **HABANERO:** The fieriest chile, it can reach 210,000 Scoville Units
- **PASILLA:** A dried Chilaca that is rich-flavored and medium-hot
- **POBLANO:** A rich-flavored chile that varies from mild to hot
- **JALAPEÑO:** Dark green and ranges from hot to very hot

Inside the Latin Kitchen

Spicy.
Sweet.
Fragrant.
Fresh.

Here are some of the most common ingredients and flavors characteristic of the Latin kitchen:

- Chiles: Ancho, Chipotle, Guajillo, Habanero, Pasilla, Poblano, Jalapeño
- Lemon
- Orange
- Adobo
- Guava
- Mole
- Mango
- Avocado
- Jicama
- Mojo
- Thyme
- Beef
- Papaya
- Pork
- Pineapple
- Poultry
- Tomatillo
- Shellfish
- Cilantro
- Rum
- Garlic
- Tequila
- Tamarind
- Lime
- Cumin





c u l i n a r y

TECHNOVATIONS

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What are Culinary Technovations? Customizable, conceptual cuisine, flavor, and food technology programs. Culinary Technovations are designed to identify emerging food trends and technologies in the dynamic food marketplace, bolster existing culinary applications, and spawn new product development innovation. By leveraging Griffith's business units worldwide, constantly monitoring and tracking consumer trends – gleaned from culinary insights from restaurants to grocery stores – Culinary Technovations provide restaurant operators, retailers, and food manufacturers with an on-trend portfolio of tantalizing culinary programs and food innovation.

For more information about Culinary Technovations
please contact Griffith Laboratories.



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