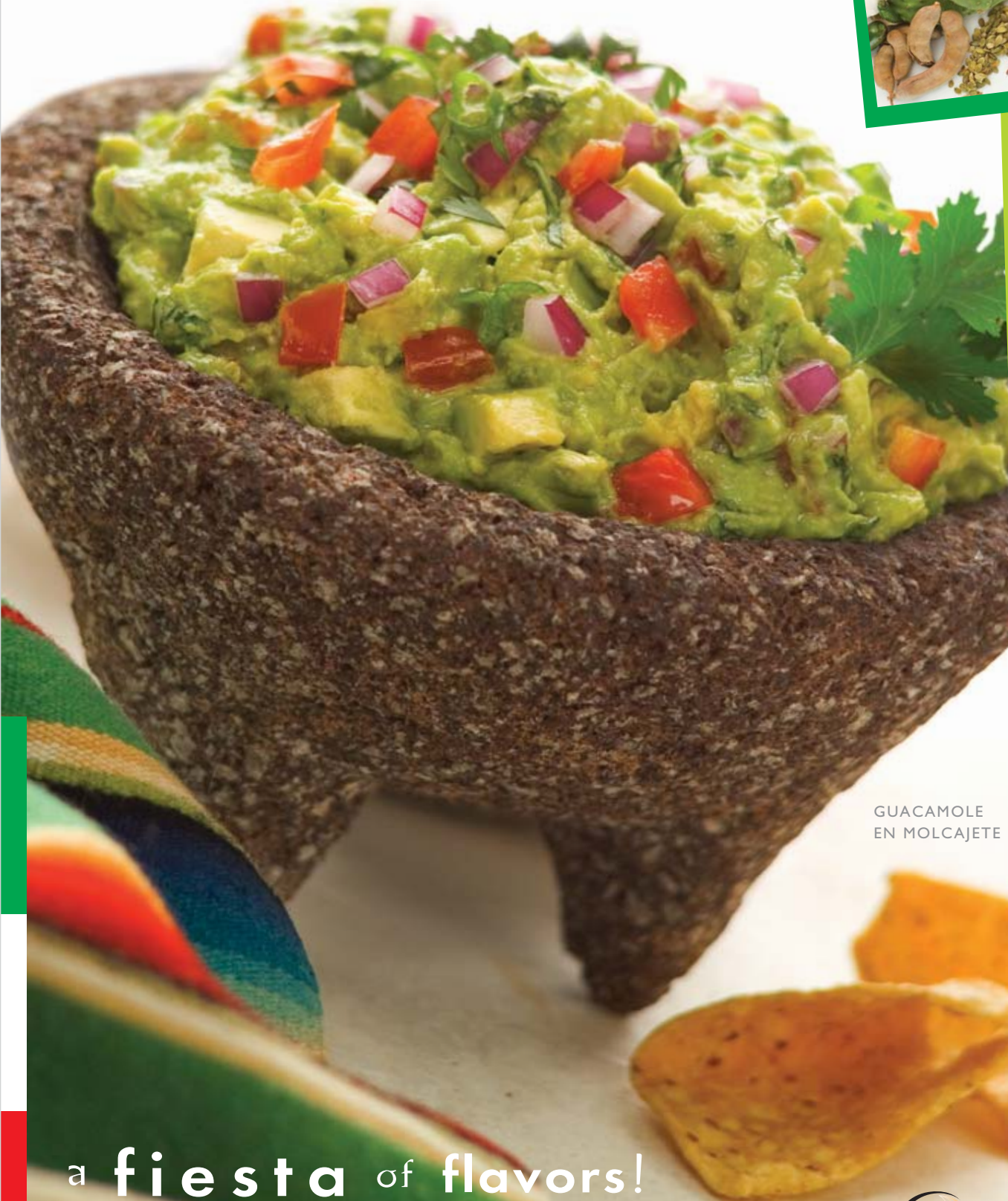


TEX y MEX

The latest food trends and technologies from Griffith Laboratories
Lo más nuevo en tendencias y tecnologías de Griffith Laboratories



CULINARY
TECHNOVATIONS



GUACAMOLE
EN MOLCAJETE

a **fiesta** of flavors!
juna fiesta de sabores!



GRIFFITH
LABORATORIES

the FOOD architects



Griffith Laboratories Presents:

An Array of Authentic Mexican and Tex-Mex Specialties

Un conjunto de especialidades Auténticas de México y Tex-Mex

Rich History. Authentic Flavors. Regional Tastes.
Riqueza en historia. Sabores auténticos. Sabores regionales.

Authentic Flavors from Mexico and North of the Border

Striking a balance between authenticity of flavor versus authenticity of the dish, Griffith Laboratories introduces a product spectrum of authentic flavors from Mexico and traditional flavors from America's oldest regional cuisine: Tex-Mex.

Auténticos sabores de México y del otro lado de la frontera

Un balance entre autenticidad de sabores y autenticidad en el platillo. Griffith Laboratories introduce una gama de productos con sabores que van desde lo auténtico Mexicano hasta los sabores regionales más antiguos de la gastronomía de Estados Unidos: Tex-Mex.

Defining Authentic Mexican

Cuisine and culinary traditions rooted in over six and a half millennia of history. Drawing from Meso-American Aztec tradition to the first Spaniard to set foot in the New World, and later celebrated and refined across the six regional areas of Mexico, authentic Mexican cuisine epitomizes the soul of the south.

Defining "Tex-Mex"

"Americanized Mexican food, regardless of its place of origin."

Merriam-Webster's Collegiate Dictionary, Eleventh Edition "Of, relating to, or being the Mexican-American culture or cuisine existing or originating in esp. southern Texas."

Food Lover's Companion: "A term given to food (as well as to music, etc.) based on the combined cultures of Texas and Mexico."

"A specific subset of the larger genre of Mexican food – one that involves yellow cheese enchiladas with chopped raw onions and chili gravy."

Tex y Mex Lex Helpful menu terms in Spanish, Mexican, and Tex-Mexian.

Léxico Tex-Mex y Mexicano Algunos términos útiles en Español, Mexicano y Tex Mex

Achiote – Annatto seed

Ajo – Garlic

Aguacate – Avocado

Antojitos – Mexican specialties

¡Buen Provecho! – Bon Appetit!

Carne Adobada – Meat, typically beef or pork, marinated in hot chilies and seasonings

Cilantro – Fresh coriander

Chamoy – Hot and fruity flavor popular in Mexico

Chilaquiles – Coming from Nahuatl *chil-a-quilitl* – literally, chile broth and herbs; colloquially, "broken up old sombrero," a reference to the dish's definitive ingredient, days-old tortillas

Chiles Secos – Dried chiles

Chimichanga – A deep-fried burrito

Chorizo – Spicy pork sausage aka: "Mexican bacon"

Comino – Cumin

Fajita – Faja means "belt or girdle," so fajita literally means "little belt" referring to skirt steak

Hojas de tamal – Corn husks

Jitomate – Tomato

Lima Limón – Lemon and lime

Manteca – Lard, which by the way, has half the cholesterol of butter and one third the saturated fat

Masa – The dough used for tamales and corn tortillas

Molcajete – The Cuisinart of ancient Mexican cooking, commonly used for making guacamole and salsas

Mojo de Ajo – Garlic marinade

Mole – A rich sauce of chile, chocolate, and spices, the Mother Sauce of Mexico

Nopales – Cactus paddles

Orégano – Oregano

Picadillo – Seasoned ground beef, aka: "Mexican Sloppy Joe"

Picante – Hot, as in spicy

Pollo – Chicken

Sal – Salt

Salsa con queso – Sauce with cheese, usually Velveeta™

The Hispanization of the USA

Today, 54% of all immigrants to the US are Hispanic.

Latinos are 13% of the US population, increasing at a rate of 3x the national average. They spend a higher percentage of their pre-tax income on food than the US average.

With the majority of all Hispanics in the US of Mexican origin, Mexicans are setting the pace as far as trends across various sectors including food, fashion, and music defining our mainstream culture.

Sources: Goldman Sachs and Tapestry Partners



CHILAQUILES ROJOS

Culinary Technovations Product Listing | *Lista de Productos*

Tex-Mex ←  Authentic Mexican →

Texas Taco Seasoning #501-0237

Chili Seasoning #501-0504

Fiesta Rice Seasoning #501-0502



Chorizo Seasoning #501-0295

Tortilla Soup Seasoning Mix
#501-0505

Pico de Gallo Snack Seasoning
#501-0508

Jalapeño Snack Seasoning
#501-0507

Guacamole Snack
Seasoning #501-0506

Salsa Roja #501-0503
Red Sauce Seasoning, dry form

Salsa Verde #501-0501
Green Sauce Seasoning, dry form

Adobo Azteca | Aztec BBQ Marinade #501-0510

Adobo Azteca | Aztec BBQ Seasoning #501-0511

Lima Limón | Lemon Lime Marinade #501-0512

Lima Limón | Lemon Lime Topical #501-0513

Mojo de Ajo | Garlic Marinade #501-0514

Mojo de Ajo | Garlic Seasoning #501-0516

Chamoy | Hot Fruit Snack Seasoning #501-0515

Adobo | Mexican BBQ Snack Seasoning #501-0509

Mole Sauce, liquid form #GLMEX1

🔥 Salsa Roja | Red Sauce, liquid form #GLMEX2

🔥 Salsa Verde | Green Sauce, liquid form #GLMEX3

🔥 Picante

“The history of Mexico is, in great measure, the history of its culture, and the history of its culture is, in great measure, the history of its cooking.”



“La historia de México es, en gran medida, la historia de su cultura, y la historia de su cultura es, en gran medida, la historia de su cocina.” – La Cocina Mexicana a Través de los Siglos

“It is a mistake to come to Mexico and not try the local cuisine. It is not the Tex-Mex cooking one is used to getting in the United States.” – Oxford English Dictionary, 1973 quote from Mexico City News



culinary

TECHNOVATIONS

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What are Culinary Technovations?

Customizable cuisine and food technology programs. Culinary Technovations are designed to identify emerging food trends and science in the dynamic food marketplace. By leveraging Griffith Laboratories' business units worldwide, gleaned culinary insights from restaurants to grocery stores, Culinary Technovations help streamline your consumption innovation with a line of on-trend seasoning offerings.

For more information about Culinary Technovations please call Griffith Laboratories.

¿Qué son los Programas de Culinary Technovations?

Son sistemas de tecnología de alimentos y gastronomía adaptables a sus necesidades. Culinary Technovations están diseñados para identificar las tendencias emergentes en sabores y desarrollo de productos, en la dinámica industria de los alimentos. Compartiendo conocimiento entre las diferentes unidades de negocio de Griffith Laboratories a lo largo del mundo, Culinary Technovations proporcionan conocimientos vanguardistas a diversos clientes incluyendo operadores de restaurantes, supermercados y procesadores.

Para más información sobre Culinary Technovations por favor contacte a Griffith Laboratories.



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