



Give nutty, salty cheese quesadillas balance with the bitter notes of kale and radicchio.

Hispanic Essentials

- Avocados
- Hibiscus
- Peruvian Causas
- Mexican Chocolate
- Upscale Tamales
- Pumpkin
- House-Made Tortillas
- Pupusas
- Authentic Chicharones
- Tortas Ahogadas
- Chamoy Sauce
- Oranges

Trends

- South American food continues to gain popularity, especially the cuisines of Peru and Brazil. Today's diners want adventure and unique experiences, so south of the border is fast becoming south of the equator. Produce- and seafood-centric, chefs in these countries focus on flavors like bright citruses, floral peppers, and hearty potatoes.
- Tamales have made a comeback in both the traditional (cheese, pork, roasted chile, and pineapple), but also new, adventurous recipes like green corn, pumpkin mole, and sweet strawberry.
- Octopus and ceviche are exploding on appetizer menus—especially when paired with garlic, onions, and fresh herbs.
- Homemade everything! Customers want to see the person making the tortillas, watch guacamole mixed tableside, and see Caesar salads tossed (yes, these were invented in Tijuana!)
- The gluten-free trend shows no signs of abating, so it's lucky that many Hispanic-style dishes are naturally gluten-free. Be sure to have plenty of corn tortillas (instead of flour) and ground maize for tamales and fish taco batter to meet the needs of customers pursuing this diet.

Suggested Pairings

- Markon First Crop (MFC) Potatoes: A staple in many Spanish dishes, potatoes also find their way into recipes from Mexico, Peru, and Puerto Rico. Pair them with bell peppers, cream, eggs, paprika, and tomatoes.
- Ready-Set-Serve (RSS) Lime Juice: This juice balances spicy or heavy flavors like chile peppers, cheese, corn, and pork.
- RSS Bunched Cilantro: The predominant herb used in Mexican cooking, cilantro gives recipes a citrusy, fresh flavor. Use it with avocados, onions, refried beans, rice, and shrimp.
- RSS Pure Pulp: Pre-peeled and mashed, takes the work out of making guacamole and other avocado-based recipes. Use with crab, lemons, tomatillos, and tortilla chips.
- RSS Long Top Green Onions: Mildly zesty, green onions mellow when cooked—try them with black beans, eggs, poultry, and Romesco sauce.
- RSS Orange Sections: Refreshing oranges are a great winter beverage and dessert option. They are also ideal with custard, olives, sausage, and seafood.



- Cancha Corn Snacks
- Roasted Tomatillos
- Rustic Empanadas
- Mezcal
- Tamarind
- Chiles en Nogada
- Tacos, Tacos, Tacos



Usage Ideas

MFC Potatoes

- Fill flaky hand pies with boiled and mashed MFC Potatoes, seasoned ground beef, and minced jalapeno chile peppers
- Serve caldo verde—the Brazilian soup—made with MFC Potatoes and RSS Shredded Kale; season with RSS Peeled Garlic, salt, and pepper, and simmer in house-made stock
- Peruvian causas are pure comfort food: layers of mashed potatoes with avocado, tomato, hard-boiled eggs, and olives
- Great as a bar snack or appetizer, patatas brava are roasted until crisp, then tossed with a smoky tomato sauce

RSS Bunched Cilantro

- Lend cilantro's unique flavor to Hispanic recipes by stirring into salad dressings, soups, long-simmered beans, and meat stews
- Add to white and yellow rice dishes for vibrant color and complex flavor
- Fresh leaves even work well in herbal cocktails and fresh-pressed juices



RSS Lime Juice

- Lime juice is a staple in everything from ceviche to guacamole to salad dressings. This year's shortage of fresh limes made RSS Lime Juice users extra pleased for stable, year-round pricing
- RSS Lime Juice adds brightness and tang to roasted meats, stewed beans, earthy squash, custardy desserts, and cocktails
- Cuban pork sandwiches are filled with fall-off-the-bone tender pork shoulder braised with RSS Lime Juice, RSS Garlic, RSS Sliced Onions, and cumin

RSS Long-Top Green Onions

- Roast whole RSS Long-Top Green Onions and serve with spicy salsa or cooling crema as a bar snack or appetizer
- Bake in enchiladas or steam in tamales for a bite of zesty onion
- For mellow salsas, grill, chop, and mix in RSS Long-Top Green Onions instead of raw yellow or white onions
- Chop and stir into scrambled eggs and huevos rancheros (raw or grilled) for complexity and flavor balance

RSS Orange Sections

- Drop RSS Orange Sections, chopped MFC Granny Smith Apples, and MFC Red Seedless Grapes in sangria recipes

- Toss RSS Orange Sections, pepitas, and Cotija cheese with RSS Tiny Chopped Blend; mix with avocado dressing
- Lighten the heaviness of braised pork shanks with RSS Orange Sections and ancho chile peppers
- Top chilled flan with RSS Orange Sections in concentric circles
- Add color to ceviche with RSS Oranges and RSS Bunched Cilantro

RSS Avocado Pure Pulp

- This product allows you to bypass the prep and dive straight into recipe creation
- Top burritos, quesadillas, tacos, tortas, and tostadas with the nutty flavors and creamy texture of RSS Pure Pulp
- Whip up guacamole to order by mixing RSS Pure Pulp with chopped RSS Cilantro, RSS Lime Juice, RSS Diced Red Onions, and diced MFC Tomatoes
- Use as a garnish for appetizers like potato rolled tacos and mini tostadas



The name may sound exotic, but this traditional Peruvian causa is comfort food made with potatoes



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.

