

# NATIONAL HISPANIC HERITAGE MONTH

September 15th to October 15th

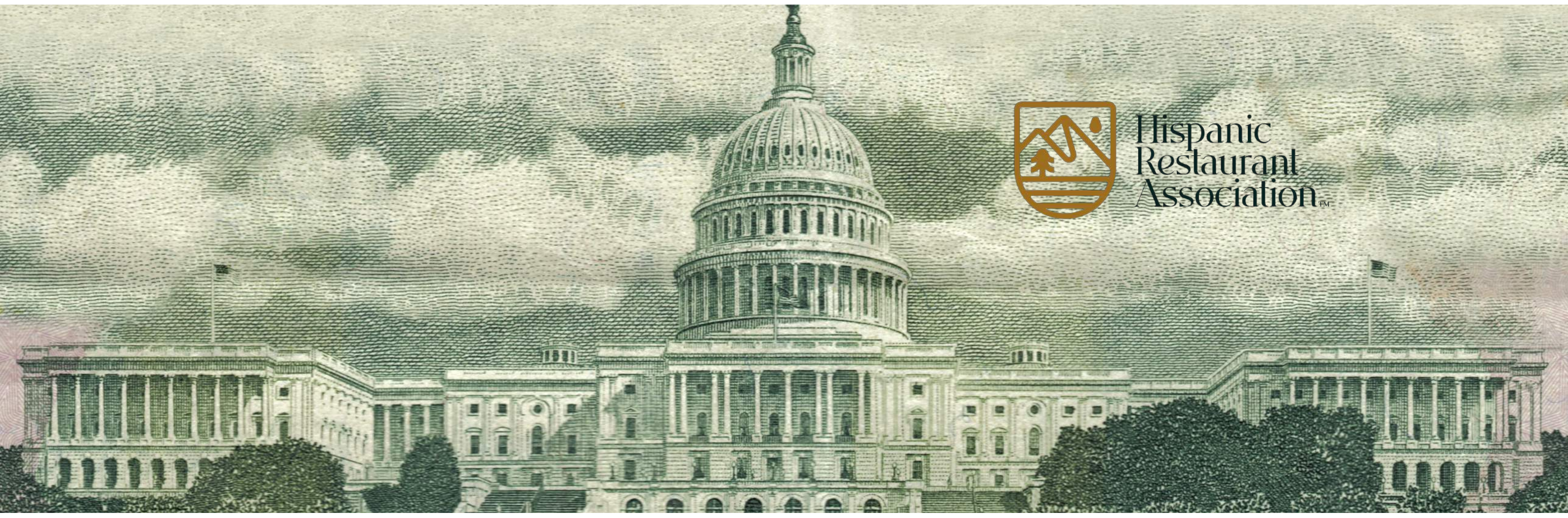


*Chef Anthony Bourdain*

"CELEBRATING UNITY IN DIVERSITY: OUR UNITY, OUR DIVERSITY IS OUR STRENGTH, AND WE EMBRACE OUR CULTURAL HERITAGE AS A SOURCE OF INSPIRATION, INNOVATION, AND PROGRESS."

Chef Anthony Bourdain: "In his exploration of Hispanic food, Bourdain's approach was marked by humility and a desire to connect with the people who created and shared these meals. He saw food as a bridge that could unite people from different backgrounds, and he used his platform to showcase the vibrant and diverse tapestry of Hispanic cuisine."

"Mexican food is not something you want to make quickly. It's a craft, and it's about tradition."  
Anthony Bourdain



"A leader's greatest asset is the ability to inspire and elevate those around them."  
Selene Nestor COO/Managing Director/co-founder

## "Celebrating Hispanic Heritage Month: Recognizing Contributions and Empowering Ambitions"

By: John Jaramillo  
CEO / President and co-founder Hispanic Restaurant Association

Hispanic Heritage Month commenced on September 15, marking the beginning of a month-long celebration in the United States. The chosen date holds special significance as it aligns with the independence celebrations of various Latin countries, (**México** September 16th, **Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua** September 15th, **Chile** September 18th, **Brasil** September 7th, **Cuba** October 10th). Spanning until October 15, this period provides an opportunity to honour the culture, heritage, and noteworthy contributions of the Hispanic community across America.

Hispanic businesses inject a staggering \$1.9 trillion into the national economy annually, with Hispanics launching businesses at three times the rate of the general population, serving as a significant economic catalyst. A thriving subset of these businesses is Hispanic-owned restaurants, a segment experiencing notable growth. The restaurant industry stands as the second largest private-sector employer in the U.S., engaging over 15.1 million individuals, of which 25 percent are Hispanic.

These efforts cultivate the next generation of American workers, as we continually empower their ambitions that ignite social and economic transformation. Foodservice and hospitality present boundless opportunities, with Hispanic restaurant entrepreneurs embodying the American Dream through their economic and entrepreneurial contributions. This month, let's unite to honour and applaud the daily, essential impacts the contribution of the Hispanic community to our country

### "WEBSITE"

We're thrilled to share the news about the introduction of our fresh website, designed to significantly amplify our online presence. This upgrade showcases a contemporary logo and a carefully designed, user-centric navigation system. Our objective is to deliver an enhanced and seamless browsing journey. Don't miss out — subscribe to our newsletter and join our membership for free today! <https://hispanicrestaurantassociation.org/>

### EVENTS"

The Board of the Hispanic Restaurant Association is currently fully engaged in your planning events, so be sure to mark them on your calendars.

Join us at Carmichael Park in Brighton on September 23, 2023, as we host a distinctive event, the **SAZON FOOD FESTIVAL**, in celebration of Hispanic Heritage Month. Experience a delightful array of food trucks, celebrity chef-prepared dishes, captivating cooking demonstrations, refreshing beverages, vibrant music, and a farmer's market showcasing the richness of our Hispanic community.

Mark your calendars for **COCINA SABROSA** September 27-28, 2023, in Dallas, Texas, at The Irving Convention Center, where the Hispanic Restaurant Association will be hosting a booth. We warmly invite you to visit us, learn about our mission, and engage with our team. Moreover, renowned chef Fernando Stovell will present a series of seminars, sharing insights into his culinary journey and the "El camino a la cumbre". A standard to excellence. "Cocina Sabrosa", a comprehensive industry event, will bring together suppliers, Latin food and beverage retailers, fostering connections, facilitating business opportunities, and providing valuable knowledge about the thriving Latin food and beverage market. From flavourful chiles and artisanal hispanic cheese to high end kitchen equipment and exquisite tequila, Cocina Sabrosa serves as the prime platform for the Latin foodservice, retail, and beverage industry to collaborate and thrive.

Save the date for the **HISPANIC TOP CHEF 2023**, taking place on October 12th, 13th, and 14th at Colorado State University in Denver (CSU-Spur). This 72-hour competition will feature the following breakdown:

- Day 1: JEOPARDY** (4 hrs)
  - Introduce rules, schedule, and point system In just a few short days,
  - Conduct Jeopardy-style cooking question competition
  - Award points to top performers (15 points).
- Day 2: MENU DESIGN, GP, SHOPPING, MISEN-PLACE** (6 hrs)
  - Focus on cooking methods and menu design.
  - Participants create a four-course meal with a \$30 budget per person.
  - Provide guidance on budgeting, cost control, and menu organization.
  - Evaluate reports based on budget adherence, creativity, and feasibility.
  - Award points for quality of reports (15 points).
- Day 3: HYGIENE, COOKING SKILLS, FLAVOUR, INNOVATION**
  - Emphasize hygiene and safety in the final challenge.
  - Participants cook a four-course menu for VIP judges.
  - Award points based on cooking skill, flavour, and innovation (total 70 points).

The lineup of competitors includes talented chefs representing various Hispanic countries and residing in the US. They are: Chef Eva Barrios, Chef Fernando Trancaso, Chef Carolina Zubiate, Chef Alan Ramirez, Chef Rafael Zamora, Chef Victoria Elizondo, Chef Marco Colin, Chef Cecy González. And the line up of judges are Chefs: Betty Vázquez, Pablo Aya, Manny Barella, Zuri Reséndiz, Dana Rodríguez, Fernando Stovell.



"Hotel Vip" Debut 21st August 9P/8C por UNIMÁS USA  
Chef Stovell with Roberto Palazuelos

Embark on a culinary odyssey like no other, as Chef Fernando Stovell takes you through a rollercoaster of adventures, complete with plenty of twists, frustrations, and hilarious stories. As we step into the world of HOTEL VIP, get ready to witness the drama unfold in 45 thrilling episodes on Prime time August 21st, 2023, at 9P/8C, catch its premiere on Univision on Unimas USA. Chef Stovell will feature daily as the specialist chef in this exciting show, which comprises 45 episodes. Each day brings new challenges, making this reality show a whirlwind of emotions and unexpected surprises. Behind the scenes, the team spirit among the participants creates a mix of laughter and lightheartedness. You won't believe the funny mishaps and misadventures that occur as they navigate through their tasks. From culinary missteps to amusing team dynamics, every moment is filled with excitement and humour. But it's not all fun and games. The pressure is on as the participants strive to achieve their goals in this unique reality setting. They face plenty of challenges that test their culinary skills, teamwork, and adaptability. As they work alongside Chef Fernando and the hotel staff, emotions run high, and the competition intensifies. With plenty of tiers, moments of frustration, and unexpected turns, the journey becomes even more engaging. From heartwarming victories to bittersweet setbacks, the emotional rollercoaster will keep you on the edge of your seat. As the days progress, bonds form and friendships blossom, leading to heartening stories of support and unity among the participants. Witness the growth and transformation of each individual as they face personal challenges and overcome obstacles together. So, mark your calendars for the highly anticipated debut of HOTEL VIP on Prime time Televisa Mexico and Univision on Unimas USA. You won't want to miss a single moment of this enthralling and laughter-filled reality show! Aside from the TV show, you can also join The Quetzales Guide on an enthralling expedition, exploring Hispanic eateries across the United States and Argentina. On his days off from filming, Chef Fernando Stovell embarks on an unforgettable culinary adventure, creating cherished memories at various eateries. So, make sure to mark your calendars for the highly anticipated debut of HOTEL VIP on Prime time Televisa Mexico. You won't want to miss a single moment of this captivating and laughter-filled reality show!

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Regarding the Quetzales Guide:

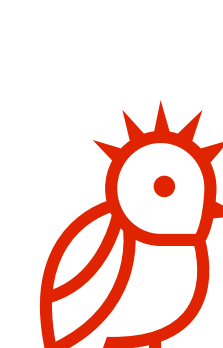
Through my travels to the USA and various parts of South America, I have encountered a significant commemoration that highlights individuals from all walks of industry eager to present their artistic endeavours. The entirety of the Hispanic community in the USA has genuinely amazed me, leaving a wonderfully positive impression.

I've additionally explored Nevada and Colorado, and on our itinerary, we have the subsequent states for further research and to honour those individuals who are passionately pursuing excellence: California, Arizona, Nevada, Colorado, New Mexico, Texas, Florida, along with the cities of Washington DC, Chicago, New York, and the surrounding areas

I've come across captivating sites across California, ranging from the very heart of the state's capital to its scenic surroundings. The Quetzales Guide is gradually shaping up, and we anticipate revealing accomplishments and featured individuals in the guide by the summer of 2024. We're putting in dedicated work to make this a reality, and we're still on the lookout for sponsorship to support this undertaking.

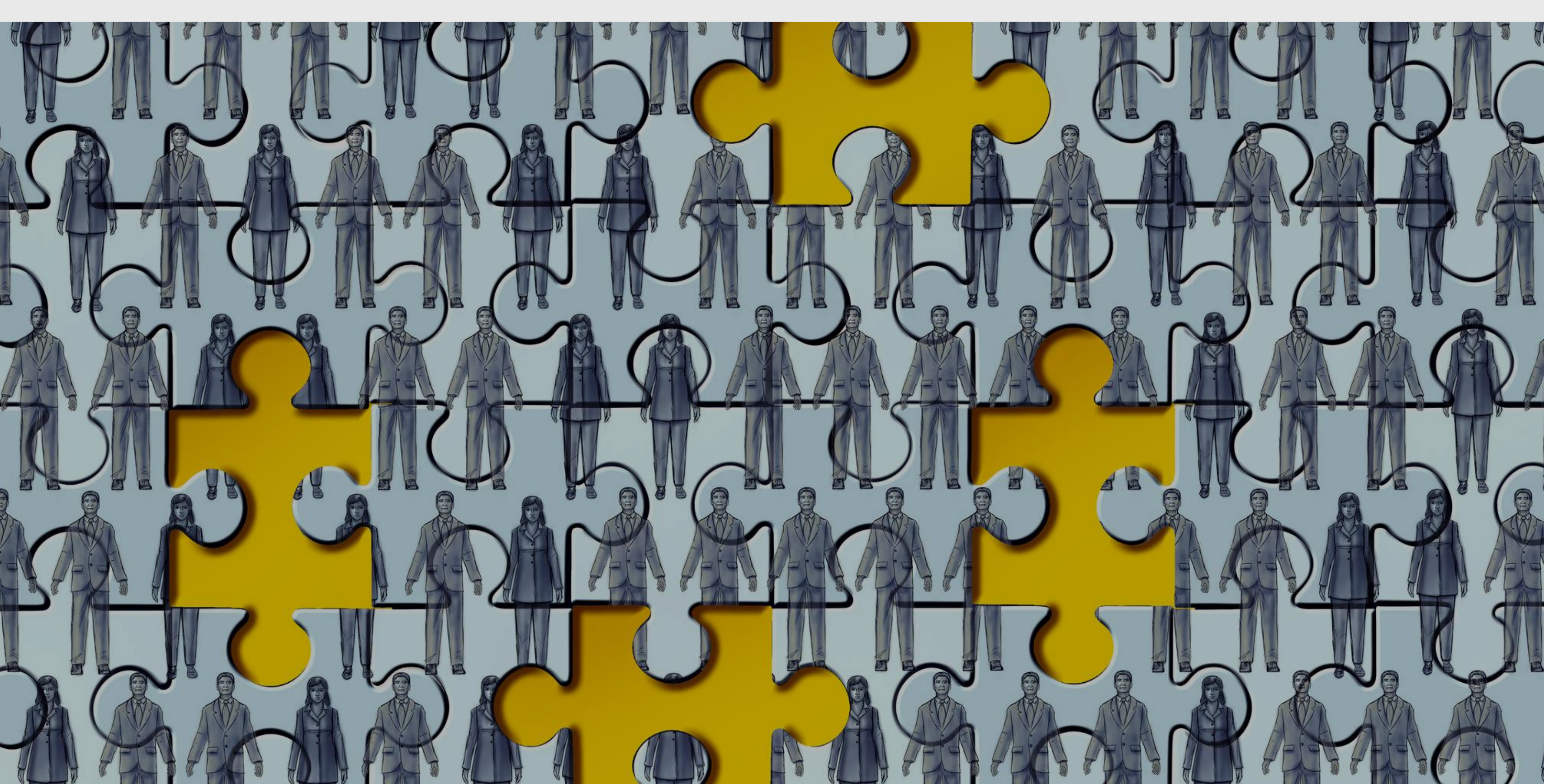
During my research for Quetzales, I had the delightful privilege of indulging in an exceptional lunch amidst the streets of Los Angeles. Nevertheless, I'm eager to share with the world the captivating narrative behind the innovator of this street food gem, carnitas available only upon request and until they're sold out. I observed this while conversing with the owner's grandson while standing by. Some individuals drive for as long as two hours to savour this exquisite fare that has earned its reputation over 50 years of dedicated trade. The meats, butchery, and cueritos (pork rinds) are truly exceptional. The carnitas are meticulously cooked each day in a copper pan using impeccably clean fat, a flavour that's immediately discernible. The salsa verde is a delightful accompaniment, offering a fresh and vibrant taste. You also have the option of takeout, and I'm genuinely interested in hearing your recommendations for my upcoming destinations. The states and cities mentioned contribute to the creation of an exclusive guide that is deserving of nationwide attention.

The identity of this establishment remains undisclosed until the official announcement of The Quetzales launch,



Thank you.  
**Fernando Stovell**  
Director, Global ambassador for Hispanic Restaurant Association  
& Chairman of Quetzales Guide





## "FOUR WAYS TO IMPROVE STAFF RETENTION"

By **Fernando Stovell**  
 Director, Global ambassador for Hispanic Restaurant Association  
 & Chairman de Quetzales Guide

"Culinary experts are akin to a unique species". Assembling a complete team, especially for back of house and front of house positions, has turned into a formidable challenge. The hospitality sector currently exhibits a greater percentage of vacant positions compared to all other industries. National Statistics indicate a staggering 460,000 job openings. Consequently, individuals dissatisfied with their current employment have a plethora of alternative opportunities nationwide. Given this scenario, it is of paramount significance for managers to prioritise retention by cultivating a contented and dedicated team that remains steadfast through various circumstances."

### CONNECTION AND ASSURANCE

The primary cause behind employees departing from a position is their lack of rapport with their supervisor. Commence by enhancing your emotional intelligence, thereby heightening your self-awareness concerning the influence you employ on those around you. This growth will allow you to establish connections and exhibit empathy toward each individual. The essence lies in nurturing a reciprocal bond of reliance and admiration—where staff place their trust in leadership's decision-making prowess, and leaders bestow trust upon staff to excel without excessive oversight. Regularly, it's imperative to assess your entire staff. Allocate time for both individual discussions and group gatherings, pose inquiries, and master the art of attentive listening. Address conflicts proactively instead of awaiting another eruption.

### RECOGNITION

It is natural to desire recognition and validation, to be listened to and esteemed. You can put in your utmost effort, striving to reach your highest potential. However, if your endeavours go unnoticed, your motivation will gradually diminish, leading to disengagement. During my tenure as the executive chef at Cuckoo Club, I recall collaborating with an incredibly skilled chef whom I held in high regard. She tendered her resignation, with only a few days remaining. I took the opportunity to sit down with her, expressing gratitude for her contributions, commending her growth, and inquiring about her key motivators within our team. Following our conversation, she chose to stay on beyond her original departure date, up until I eventually embarked on my own ventures.

Her words carried significance: "Chef Stovell you make me feel valued." Even during challenging moments of service, amidst our mistakes, you consistently found ways to uplift our team. You acknowledged our efforts, offered praise, and spurred us to improve. In conclusion, it remains crucial each day to inspire your team through simple gestures like a smile, commemorating their achievements, expressing gratitude at the end of shifts, recognising individual and collective accomplishments, regardless of their roles.

### ADAPTABILITY

Flexibility involves granting your staff the chance to relish life beyond their professional obligations. Adapting schedules to accommodate this is undoubtedly intricate. However, being mindful of employees' external commitments is paramount. Whether it entails responsibilities at home, academic pursuits, or pre-planned vacations, recognising these aspects contributes to fostering a positive and wholesome work environment. A pivotal component is the logistical aspect; furnishing schedules with ample advance notice and minimising impromptu alterations empowers your team to effectively organize their time away from the workplace. Research from the U.S. Bureau of Labor Statistics suggests that approximately 37% of hospitality workers depart within the initial 90 days due to unmet expectations regarding their roles. My foremost guidance is to maintain transparency with new recruits, outlining both expectations and the practical facets of their positions.

### FAIR REMUNERATION

Ensuring a stable income is undeniably crucial for all team members, particularly in light of the ongoing cost of living challenges. While businesses might understandably experience financial constraints, what additional steps can be taken to recognise and honour individuals' dedication? Do you provide incentives for exceptional performance or a comprehensive benefits program? Consider financial bonuses, annual evaluations, supplementary training sessions, or even a post-service celebratory gesture like sharing a drink to acknowledge exceptional achievements. Demonstrating appreciation for surpassing expectations can be conveyed through a variety of impactful means.

*At Hispanic Restaurant Association we are embarking on a series of seminars over the upcoming couple of months. We extend our gratitude to Remy Martin and Where Food Comes From, Door Dash, Colorado Beef Council, for their invaluable support. Chef Stovell will be the featured speaker in these seminars, and we encourage you to stay tuned, as updates will be posted across our social media platforms and on our official website. Additionally, the Hispanic Restaurant Association has established a recruitment agency, and through the expertise of Mr Jaramillo, Chef Pablo Aya and Chef Stovell, a consultancy service is available. Should you require any guidance, please do not hesitate to reach out to us +1 303-351-1598 or <https://hispanicrestaurantassociation.org/>*



## "Revolutionising Hospitality"

### The Role of Technology and Social Media

By **Drue Jaramillo**  
 Chief Financial Officer (CFO) & Chief Technology Officer (CTO)

In an era of rapid technological advancement and digital connectivity, the hospitality industry has undergone a profound transformation. The integration of technology and the widespread use of social media have not only reshaped how businesses operate but have also fundamentally altered the way travellers experience and interact with the hospitality sector. This article explores the dynamic relationship between technology, social media, and the hospitality industry, highlighting their collaborative impact on customer engagement, marketing strategies, and overall guest experiences.

### TECH - SAVVY CUSTOMERS ENGAGEMENT

Technology has empowered hospitality establishments to establish direct communication channels with their customers. The advent of mobile apps, online booking platforms, and chatbots has revolutionised how guests interact with hotels, restaurants, and travel services. These innovations provide travellers with seamless access to information, allowing them to make reservations, request services, and receive personalised recommendations effortlessly.

Furthermore, the integration of artificial intelligence (AI) and machine learning enhances the customer experience. Hotels and resorts can analyse guest preferences and behaviours to offer tailored services, making every visit unique and memorable. From pre-arrival room customisation to in-visit amenity suggestions, technology streamlines guest experiences by predicting and fulfilling their needs.

### SOCIAL MEDIA'S IMPACT ON MARKETING

Social media platforms have become integral tools for hospitality businesses to market their services and engage with a global audience. Through captivating visuals, real-time updates, and engaging content, establishments can showcase their offerings and connect with potential customers in unprecedented ways. Platforms like Instagram, Facebook, and Twitter enable hotels and restaurants to share breathtaking photos of their spaces, delectable dishes, and enticing amenities. The visual appeal of these platforms allows businesses to evoke emotions and inspire travel desires, enticing travellers to choose their establishments.

Influencer partnerships also play a significant role, as individuals with large online followings can amplify a business's exposure and credibility. Moreover, social media has transformed the way guests share their experiences. User-generated content, such as reviews, photos, and videos, serve as powerful testimonials and impact potential customers' decisions. Positive interactions and quick responses to guest posts also foster a sense of community and loyalty, ultimately leading to repeat business.

### ENHANCING GUEST EXPERIENCES

Technology and social media are redefining how guests experience hospitality services. In-room technologies like smart TVs, personalised entertainment systems, and IoT-enabled devices enable guests to tailor their surroundings to their preferences, enhancing their comfort and satisfaction. Mobile apps provide travelers with digital concierge services, offering information about local attractions, dining recommendations, and even language translation.

Moreover, social media has transformed the way guests share their experiences. User-generated content, such as reviews, photos, and videos, serve as powerful testimonials and impact potential customers' decisions. Positive interactions and quick responses to guest posts also foster a sense of community and loyalty, ultimately leading to repeat business.

### CHALLENGE AND CONSIDERATIONS

While technology and social media offer numerous benefits, the hospitality industry must address challenges such as data privacy, online reputation management, and maintaining the balance between automated interactions and personalised human touch. Ensuring that technology enhances, rather than replaces, the warmth and authenticity of hospitality services is crucial.

### CONCLUSION

The integration of technology and the widespread use of social media have ushered in a new era for the hospitality industry. With tech-savvy customer engagement, innovative marketing strategies, and enhanced guest experiences, establishments are transforming the way they operate and connect with their patrons. As the digital landscape continues to evolve, the hospitality industry's ability to harness technology's potential while preserving its core values will determine its success in an increasingly interconnected world.





# AREPAS

By Chef Pablo Aya  
*@pabloaya*

## INGREDIENTES

- 2 CUPS PRE-COOKED WHITE CORNMEAL
- 1 TEASPOON SALT
- 2 1/2 CUPS WARM WATER
- VEGETABLE OIL OR BUTTER

## METHOD

Mix the Ingredients In a mixing bowl, combine the pre-cooked white cornmeal (masarepa) and salt.

Gradually add warm water to the mixture while stirring continuously. You want to create a dough that's smooth and soft but not too sticky. Adjust the water as needed to achieve the right consistency.

Knead the dough for a few minutes until it's well combined and has a smooth texture.

Divide the dough into portions (about the size of a golf ball) and roll each portion into a ball. Flatten each ball between your palms to create a round, flat disc. You can make them as thin or as thick as you prefer.

Heat a skillet or griddle over medium heat. You can lightly grease it with oil or butter to prevent sticking.

Place the formed arepas on the skillet and cook them for about 4-5 minutes on each side, or until they develop a golden-brown crust. You can cover them with a lid to help them cook through.

Once cooked, remove the arepas from the skillet and serve them warm.

Plain arepas are often split open and served with butter, cheese, or other toppings as desired.

