

No.1

CENTRAL

LIMA



In 2013, Chef Virgilio Martínez and Chef Pía León unveiled Central in Lima, Perú, making its debut on The World's 50 Best Restaurants list at an impressive 50th position. Over the next decade, Central's influence grew across Latin America, culminating in a remarkable achievement: becoming the first South American restaurant to be named The World's Best Restaurant, sponsored by S.Pellegrino & Acqua Panna. Additionally, The Hispanic Restaurant Association are thrilled to acknowledge the outstanding accomplishments of 12 talented Hispanic chefs who have earned their well-deserved spots on this prestigious list, which we proudly present in our newsletter. The countries represented include Perú, México, Colombia, Argentina, Brasil and Chile.



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## The Hispanic Restaurant Association has been actively engaged in multiple projects.

### "Denver Restaurant Industry Celebrates"

Denver, CO - John Jaramillo and Selene Nestor, co-founders of the Hispanic Restaurant Association (HRA), successfully helped establish permanent rules and regulations for obtaining patios in Denver. Their efforts were rewarded with unanimous approval from the Denver City Council. The Denver Open Space Working Group, focused on enhancing public spaces and promoting economic growth, recognised the value of permanent patios in improving Denver's culinary scene. Jaramillo and Nestor advocated for streamlined regulations, emphasising the benefits for local businesses. The new measures simplify the approval process, providing restaurant owners with stability and certainty for outdoor seating areas. This achievement supports the restaurant industry, boosts economic vitality, and enriches Denver's cultural fabric.

### "WEBSITE"

We're thrilled to announce that we're in the midst of creating a brand-new website that will take our online presence to the next level. In just a few short days, we'll be unveiling not only a fresh logo but also a streamlined navigation system designed to provide our users with an improved and seamless experience. We can't wait to share these exciting changes with you! Stay tuned for the big reveal!

### "EVENTS"

The Board of the Hispanic Restaurant Association is currently fully engaged in planning upcoming 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 Ferrnando Stovell will present a series of seminars, sharing insights into his culinary journey and the "El camino a la cumbre". A standard of 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 Ferrnando Trancaso, Chef Carolina Zubiate, Chef Alan Ramirez, Chef Marco Acevo, Chef Victoria Elizondo, Chef Marco Colin, Chef Cecy

And the line up of judges are Chefs: Betty Vázquez, Pablo Aya, Manny Barella, Zuri Reséndiz, Dana Rodríguez, Ferrnando Stovell.



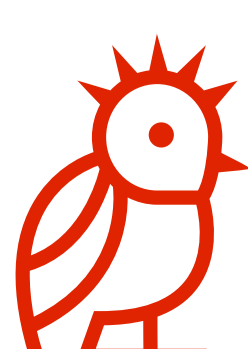
I am thrilled to share my recent travels as Chef Ferrnando Stovell, the chairman of The Quetzales Guide, during my journey to explore Hispanic eateries across the United States and Argentina.

During my inspections of various establishments, I've found that the ideal restaurant is one where they know you. Upon entering, you are warmly greeted by name, without needing to check any booking information. This experience embodies the restaurant's purpose of uplifting the soul, in addition to nourishing the body. As you step inside, you're welcomed with genuine interest in how you are and a conversation about the weather or parking. They offer to take your coats and make you feel genuinely welcomed. So far, Nevada and California seem to have mastered this formula of making patrons feel valued. It's unlikely that people's most cherished local restaurant would be a fancy hotel with a grand lobby, where wealthy individuals from around the world come and go amidst large flowerpots. In such a place, dinner might consist of fifteen intricate courses with frequent pauses. While the food there may be extraordinary, it doesn't necessarily evoke affection, warmth, or the strong desire to return.

Economics naturally play a significant role in our choices. The favoured local spot needs to be reasonably priced, at least intermittently. It may be a place we trust to host important events like milestone birthdays, anniversaries, first dates, or even engagements. However, crucially, it should also be a place that is as happy to see us as we are to see it, even on a gloomy monday night in July when we long for a break from home-cooked meals. What we want is a place where we can indulge in a two, three-course meal with side dishes, accompanied by a better bottle of wine than what a typical liquor store can offer, and where the front-of-house manager knows us personally. We want to be greeted with warmth despite the weather or the state of the world. In my case in the middle of winter. Would you like a drink? These are the primary functions of what's known as the "hospitality industry" in trade papers, and they should occur in settings that don't feel like an industry. That's why most people still desire friendly waiting staff, despite their low wages and the flawed gratuity system. Dining out is more than just a meal; it's a social event that takes place in a human society-like environment. Electronic order pads and robotic approaches devoid of smiles are not what we seek here. We want to be greeted with warmth despite the weather or the state of the world. The local gem, as we will envision it in our Quetzales Guide, is a place that encourages conversation, not just with the servers but also with the neighbouring table. At the very least, a nod and a "Good, morning, afternoon or good evening evening" should be exchanged without fearing judgment from others.

Upon arrival, I was warmly welcomed by the attentive staff who made me feel right at home. The knowledgeable staff, particularly Sofia, the charming and incredibly knowledgeable general manager, were on hand to offer recommendations and answer any questions I had. The food at Sottovoce Ristorante in the Recoleta neighborhood was truly outstanding, with a local twist that sets it apart from other Italian restaurants. The veal brains were a standout dish, cooked to perfection and boasting an earthy, rich flavour. For the starter, I tried the antipasti de langostinos, chipiroes a la Parilla, arugula y vinaigrette, which had a refreshing taste that balanced the fresh flavours of the shrimp and arugula with the tangy vinaigrette

Moving onto the main course, the Milanese was my choice, and it did not disappoint. The crispy, breaded exterior gave way to juicy, tender veal, while the accompanying potato salad had a refreshing and crisp texture. For dessert, I indulged in the mousse de chocolate. For dessert, which was a rich, smooth and chocolatey delight that left a lasting impression. In summary, Sottovoce Ristorante is a must-visit for anyone looking for a high-end dining experience with a local twist. The exceptional service, outstanding food, and charming atmosphere make it feel like a home away from home. I have visited twice now and repeated the veal brains and the liver tasted to a point, which had an earthy and rich taste. The dishes had a perfect balance of fresh and crisp flavours, and the textures were spot on. All in all, this local gem is not to be missed.



Thank you.

**Fernando Stovell**

Director, Global ambassador for Hispanic Restaurant Association & Chairman de Quetzales Guide





# SALSA VERACRUZ

*By Chef Manny Barrella*

*@Manny.barella*

## INGREDIENTES

- 450G WHITE ONION (DICED)
- 45G MINCED
- 1200G TOMATOES (DICED)
- 1430G TOMATO CAN
- 350G BANANA PEPPER (MINCED)
- 250G CAPERS (DRAINED)
- 5G DRY MEXICAN OREGANO
- 5G MARJORAM (DRY)
- 3 BAYLEAFS
- 30MLS WHITE WINE VINEGAR
- 40G PARSLEY CHOPPED
- 250MLS OLIVE OIL
- 60MLS SOY BEAN OIL

## METHOD

1. Sweat onions and garlic with soy bean oil until translucent.
2. Add tomatoes (both), banana peppers, olives, capers, oregano, marjoram and bay leaves and bring to a boil.
3. Right after it starts boiling, cook for 20 min on medium high (level 15) and check seasoning for salt.
4. Remove from heat and add parsley, vinegar and the olive oil.

\* Bag on 3# bags and freeze flat.

