

“Embracing Gratitude: The Hispanic Restaurant Association's Remarkable Journey in 2023 and Vision for 2024”

This Thanksgiving, the Hispanic Restaurant Association (HRA) is overflowing with gratitude for the incredible year we've had in 2023. It's been a year filled with historic milestones and achievements that wouldn't have been possible without the unwavering support of our community, our dedicated team, and our amazing sponsors. As we gather around the table to celebrate, let's take a moment to reflect on our blessings and look forward to an even brighter 2024.

In 2023, we achieved remarkable firsts, and each of them has a special place in our hearts. We are immensely proud of the Senate Resolution declaring National Hispanic Restaurant Week, a recognition of the vibrant culture and delicious cuisine that our restaurants bring to our nation.

Our 1st Annual Sazon Food Festival was a resounding success, bringing together food enthusiasts from all walks of life to celebrate the flavors and traditions of Hispanic cuisine.

The 3rd annual Hispanic Top Chef competition showcased the incredible talent within our community and gave talented chefs a platform to shine.

The creation of our online educational system, the HRA Academy, is a testament to our commitment to nurturing the next generation of culinary artists and entrepreneurs.

Looking ahead to 2024, we are thrilled to announce the birth of the HRA Farmers Market, which will provide a platform for local growers and producers to share their incredible products with our community. We're excited to introduce a complete entrepreneurial ecosystem, all under one roof, to empower and support those who dream of owning their own restaurant.

But that's not all! In 2023, we also unveiled the Quetzales Guide - the world's first guide that solely recognizes the accomplishments of Latin/Hispanic chefs, restaurateurs, food truck owners, and aspiring culinary entrepreneurs. This guide is a celebration of the diversity and excellence within our culinary community, and it is a testament to the rich tapestry of flavors and cultures that make up our heritage.

None of these accomplishments would have been possible without our high-performance team of chefs and dedicated board members. Your passion and dedication to preserving and promoting Hispanic culinary traditions are truly inspiring.

To our restaurateurs, thank you for opening your doors and hearts to your patrons, serving delicious meals, and creating memorable experiences day in and day out.

We extend our heartfelt gratitude to our incredible community sponsors: Lets Fly Crew, Colorado Beef Council, DoorDash, and Remy Martin. Your support has been instrumental in making our initiative a reality.

As a restaurant association, we understand the significance of breaking bread with others, and we are reminded daily of the power of food to bring people together. This Thanksgiving, we are thankful for all we've been given, and we look forward with excitement and anticipation to the path ahead of us.

May this Thanksgiving be filled with love, laughter, and delicious food shared with loved ones. From the entire HRA family, we wish you a Happy Thanksgiving and a prosperous year ahead.

President & Co-founder

John Jaramillo



“Choosing the Perfect Pinot Noir for Your Thanksgiving Feast”

By Chef Fernando Stovell

Choosing a wine for Thanksgiving largely depends on your guests' preferences and the dishes you plan to serve. However, a versatile and widely appreciated option is a **Pinot Noir**. This red wine is known for its fruit-forward flavors and subtle earthiness, making it a great pairing with a variety of Thanksgiving dishes, including turkey, stuffing, and cranberry sauce.

Here are a few specific Pinot wines from the USA that you might consider:

Domaine Serene Evenstad Reserve Pinot Noir 2019 (Oregon): This wine offers rich and complex flavours of red berries, spice, and a hint of vanilla. It's well-balanced and pairs wonderfully with roasted poultry dishes. 93/100

Siduri Santa Lucia Highlands Pinot Noir 2021 (California): Siduri produces a range of Pinot Noirs from different regions in California, each with its own unique character. Their wines are known for their vibrant fruit flavours and smooth texture. 94/100

Belle Glos Clark & Telephone Vineyard Pinot Noir 2016 (California): This wine hails from the Santa Maria Valley in California and is characterised by ripe cherry and plum notes with a touch of oak. It's a luxurious choice for a special Thanksgiving meal. 90/100

Argyle Pinot Noir 2019 (Oregon): Argyle produces elegant Pinot Noirs with flavours of red fruit, spice, and a subtle minerality. Their wines are well-regarded and pair wonderfully with a traditional Thanksgiving feast. 90/100

Don Leo Pinot Noir 2019/2020/2021 (Valle De Parras, México): Elegance and fineness are underscored here with sound fruit in the middle. A touch of savory note, some earthy, mushroomy accents. Just slightly alcoholic. The best Pinot Noir that I know of from Mexico. (Zekun Shuai). No scores

“HISPANIC TOP CHEF 2023”

Dear Esteemed Participants, Judges & Sponsors,

I extend my heartfelt gratitude to each of you who made the Hispanic Top Chef Competition an outstanding success from October 12th to 14th. Carolina Zuabiate emerged victorious, and I offer my sincerest congratulations to her and all the talented chefs who participated.

In my capacity as the leader of the Hispanic Restaurant Association, it brings me immense joy to reflect on the vibrant culinary extravaganza that unfolded at the CSU Spur Kitchen in Denver, Colorado. Your dedication, creativity, and culinary expertise transformed this event into a spectacle of flavours and traditions.

Your diverse skills were not just limited to the kitchen but extended beyond, encompassing a wide range of culinary knowledge, effective food costing abilities, and a profound commitment to your craft. This broader perspective emphasised our belief that being a chef is a multifaceted role that goes beyond the mere creation of appetising dishes.

Our competition gathered chefs from all corners of the United States, each proudly showcasing their cultural heritage and culinary legacy. This rich tapestry of traditions created an electrifying and fiercely competitive atmosphere, illuminating the venue with the spirit of culinary excellence.

Looking back, my vision for this event was not only as a platform to exhibit your exceptional talents but also as a nurturing space for learning and fostering connections. I hoped for it to be a forum where diverse cultures could intertwine, enriching our collective understanding of the culinary world. Your invaluable contributions as Hispanic chefs deserved the spotlight, and I am proud to have witnessed your skills, passion, and stories unfold throughout these extraordinary three days.

I am profoundly grateful to every participant for their vital role in this exhilarating journey. Your involvement and skills transformed the 2023 Top Chef Hispanic Competition into a grand tribute to the excellence and creativity of Hispanic cuisine. A heartfelt thank you to our esteemed guests, Chef Betty Vazquez and Michelin Star Chef Michael Diaz, as well as our esteemed board judges Chefs Pablo Aya, Manny, Zuri, and Erasmo, and the diligent efforts of Brian, Caleb, Drue & My wife Maricarmen for their supervision in the kitchen, and all our dedicated suppliers. Let us continue embracing the richness of our culinary heritage and eagerly anticipate many more extraordinary experiences in the times to come.

With warmest regards,

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

Fernando Stovell



Our Contenders for the 2023 Hispanic Top Chef Competition.



Alan Ramirez



Carolina Zubiate



Luis Gurrola



Fernando Trancoso



Rafael Zamora



Eva Barrios



Quetzales Guide
Exploring Hispanic Delights Across Latinoamérica & the United States and Unveiling Culinary Secrets
By Chef Fernando Stovell

Buenos Aires, Argentina

Aramburu is a masterclass in the art of Latin American cuisine, a place where local ingredients are transformed into something truly spectacular. The culinary visionary responsible for such magic is none other than Chef Gonzalo Aramburu, a maestro who has honed his craft under the tutelage of culinary legends like Martín Berasategui, Daniel Boulud, and the late Charlie Trotter. Aramburu's culinary creations are nothing short of breathtaking, with each plate showcasing his precision techniques and artistic flair.

Seated at the chef's table, my wife and I were treated to a 12 or 17 course tasting menu that highlighted Aramburu's inventive use of local ingredients. The mandala, flor de papá, and aceituna canapés set the tone for a culinary journey that was as visually stunning as it was delicious. The courgette cannoli, carbón buñuelo, leeks, and pear ravioli were all exquisite, each dish more impressive than the last.

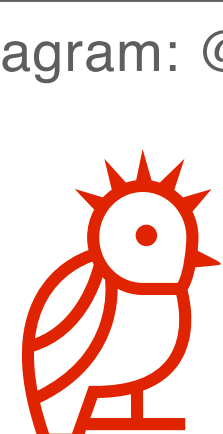
But where Aramburu truly shines is in their seafood dishes. The King crab and scallops, oysters, and sashimi with ají amarillo and cabbage were standouts, showcasing the restaurant's ability to elevate local seafood to new heights. And let's not forget the courgette flower and lamb tartar, which were equally impressive.

From the tomato reliquia to the langostines patagónicas, the catch of the day, and the grilled octopus, every dish on the menu was exceptional. The duck/cherry dish, in particular, struck the perfect balance of sweet and savory.

And just when we thought it couldn't get any better, the dessert selection blew us away. The honey bombón, pink pepper ice cream, avocado, mango, white chocolate, and petit fours were all divine, leaving us with a sweet taste in our mouths and a longing to return.

On the night of our visit, Head Chef Mariano Sztatman led the kitchen team with a level of dedication that was truly impressive. The exceptional service and unparalleled dining experience provided by the team at Aramburu are a testament to their commitment to excellence. It's clear that Aramburu is a restaurant of the highest caliber, one that takes great pride in their craft and offers a dining experience that is truly unforgettable. For anyone seeking a unique and extraordinary culinary experience in Buenos Aires, Aramburu is an absolute must-visit.

<https://www.arambururesto.com.ar/>
Instagram: @arambururesto



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

Celebrating our Food Heroes

Tierra Luna Cellars, the brainchild of astronaut José M. Hernandez, embodies an extraordinary journey from a migrant farm-working family in Mexico to the vast expanse of space. Despite a challenging childhood, marked by laborious days in California's fields and surrounded by a troubled neighbourhood, José's parents emphasised education, fuelling his dream of reaching the stars.

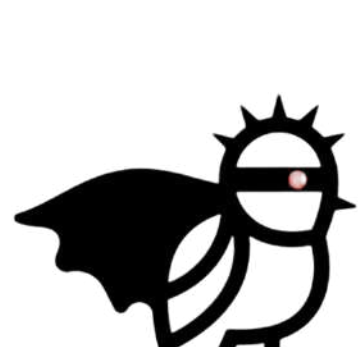
Determined, José earned degrees in Electrical Engineering, leading to a successful career at Lawrence Livermore National Laboratory and eventually NASA. His dream came true in 2009 when he flew on the STS-128 Space Shuttle Discovery mission to the International Space Station.

After 12 years at NASA, José returned to his roots, establishing Tierra Luna Cellars near Lodi. With his father Salvador, he cultivates a vineyard and crafts wines, drawing inspiration from constellations seen in space. Tierra Luna Cellars stands not just as a winery but as a symbol of human potential, reminding us that dreams, like the stars, know no bounds.

Raise a glass to Tierra Luna Cellars, celebrating a Mexican astronaut's cosmic legacy and the limitless universe we all share. Cheers to the stars and the dreams that propel us toward them.

<https://tierralunacellars.com/>

Follow us on Instagram: @quetzalesguide @Hra_national @fernandostovell





"Francisco Goya" The Artistic Genius Who Defied His Era

By Maricarmen Iturralde de Stovell
Arts / Photography

Francisco José de Goya y Lucientes, known simply as Francisco Goya, is one of the most influential and revolutionary painters in the history of Western art. His artistic legacy lies at the intersection of two crucial eras: the end of the Baroque period and the beginning of the Romantic era in the history of art. His masterpiece, "The Third of May 1808," is a poignant testament to his ability to capture the depth of the human experience on canvas. Museums around the world house his works, demonstrating his enduring importance in the world of art.

Goya was born on March 30, 1746, in Fuendetodos, a small village in Aragon, Spain. He began his artistic education at a young age and, at 14, moved to Zaragoza to become an apprentice to a local painter. His innate talent soon became evident, and in 1770, he moved to Madrid in search of broader artistic opportunities.

In the Spanish capital, Goya worked at the court and gained renown for his skill in portraits. His style evolved throughout his career, transitioning from Rococo to Neoclassicism and eventually to Romanticism. His ability to adapt to the artistic trends of his time made him a versatile and visionary artist.

While Goya produced several masterpieces throughout his career, "The Third of May 1808" stands out as his most important and moving work. Painted in 1814, this artwork portrays the brutal execution of Spanish patriots by French occupying forces during the Spanish War of Independence. Goya captures the anguish, despair, and heroism of the condemned juxtaposed with the impersonal figures of the French soldiers. The painting is a visceral condemnation of violence and oppression.

Museums Housing Goya's Work.

Goya's legacy can be enjoyed in museums worldwide. The following are some of the prominent museums that feature his work:

1. **The Prado Museum, Madrid:** Spain's premier museum houses an extensive collection of Goya's masterpieces, including his Black Paintings, portraits of the royal family, and "The Third of May 1808."
2. **The National Art Museum of Catalonia, Barcelona:** It boasts a notable collection of Goya's works, including various portraits and historical paintings.
3. **The Metropolitan Museum of Art, New York:** It features a selection of Goya's works, including portraits and prints.

Francisco Goya's work transcends his time and place of origin. His ability to capture human emotions, from joy to despair, and his courageous critique of violence and injustice make his legacy relevant in all eras. His portraits, historical paintings, and prints continue to be studied and admired worldwide, inspiring generations of artists and art enthusiasts.

Francisco Goya, with his genius and audacity, left an indelible mark on the history of art and human consciousness. His ability to express the complexity of the human experience and challenge conventional norms makes him a cultural treasure that enriches our lives and reminds us of the importance of empathy and social critique through art.

The Hispanic Restaurant Association is launching a series of watercolour artworks crafted by skilled Hispanic artists, aiming to promote and commemorate Hispanic artistry. Maricarmen Iturralde de Stovell, the spouse of Chef Stovell, will contribute a monthly feature in our newsletter, highlighting our vibrant Hispanic heritage and showcasing exceptional Hispanic artists from around the world. If you require commissioned artwork for your home or restaurant, please don't hesitate to reach out to us for information or inquiries. You can contact us at +1 303-351-1598 or visit our website at <https://hispanicrestaurantassociation.org/>



"Navigating the Digital Shift: Unpacking the Impact of New Point-of-Sale Systems"

By Drue Jaramillo
Chief Technology Officer (CTO)

The restaurant landscape, much like every industry touched by the winds of digital evolution, is in a state of flux. Central to this transformation is the modern point-of-sale (POS) system, far evolved from its humble cash register ancestor. As with every innovation, the adoption of advanced POS systems carries a blend of potential boons and pitfalls for restaurateurs and diners alike.

At the heart of any restaurant's operation is its finances, and this is where a modern POS system shines the brightest. These systems offer an integrated financial overview, capturing data not just from sales, but also from inventory, staffing, and customer feedback. Such a holistic perspective is invaluable for restaurateurs looking to optimize costs and enhance profitability.

Yet, as much as these systems streamline operations for the restaurant, they may also introduce complexities for the diner. Enhanced POS systems often come with multiple payment options, and while this may seem beneficial on the surface, it could overwhelm some customers, especially those less tech-savvy or those concerned about digital payment security.

On the topic of security, contactless payments have seen a tremendous surge in popularity. In our increasingly hygienic-conscious world, the fewer touchpoints, the better. New POS systems seamlessly incorporate contactless payment options, including NFC (near-field communication) technology and mobile wallets. This not only expedites the payment process but also enhances the safety of both customers and staff.

However, the same contactless payments pose a financial implication. It's been noted that customers tend to spend more when using contactless methods. The abstraction of money in these formats – a simple tap or scan – can detach the gravity of expenditure from the act, potentially leading to unintentional over-spending by diners.

But it isn't all about the immediate transaction. The goldmine of modern POS systems lies in their ability to harvest data. Every swipe, tap, or order entered becomes a data point. This data, when analyzed correctly, can offer incredible business intelligence. Restaurants can discern popular dishes, peak dining hours, customer demographics, and more. With such insights, restaurateurs can tailor their services, making dining experiences more personalized than ever.

However, the power of data also presents a dilemma. Data breaches, privacy concerns, and ethical data usage questions loom large. While POS systems offer powerful encryption and security measures, the potential risk of data misuse or exposure cannot be completely ruled out. Both restaurateurs and diners must be cognizant of this digital double-edged sword.

In essence, the POS evolution signals a broader shift in the dining industry – a move towards an integrated, data-driven, and customer-centric model. But as we usher in this new era, it's crucial for both restaurateurs and customers to be discerning adopters, embracing the efficiencies while being vigilant of the intricacies.



“Cultural Harmony: Thanksgiving's Mosaic of Unity and Flavour”

By Fernando Stovell

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

Thanksgiving, a cherished holiday in the United States and Canada, carries a rich history woven from the interactions between English Pilgrims, Native American communities, and diverse immigrant groups. The essence of Thanksgiving lies not only in its historical roots but also in the diverse cultural threads that contribute to the vibrant tapestry of traditions celebrated today. This article explores the origins of Thanksgiving, the collaboration between Pilgrims and Native Americans, and the fusion of cultures in Hispanic communities, showcasing the diverse and inclusive nature of this beloved holiday.

In 1620, English Pilgrims seeking religious freedom arrived in Plymouth, Massachusetts, aboard the Mayflower. Harsh winters claimed many lives, but the Pilgrims found hope through the guidance of the Wampanoag tribe. Together, they embraced the Three Sisters planting technique, cultivating corn, beans, and squash. This collaboration led to a bountiful harvest in 1621, celebrated in a three-day feast with the Wampanoag, marking the first Thanksgiving.

Thanksgiving's culinary landscape reflects a blend of Native American agricultural practices and immigrant contributions. The iconic turkey, likely part of the first feast, shares the table with corn, squash, potatoes, cranberries, and pies. These ingredients symbolise the harmony between cultures and the adaptability of traditions, showcasing a shared heritage shaped by diverse influences.

Hispanic communities in the United States infuse Thanksgiving with their unique cultural tapestry, creating a celebration that embodies unity amid diversity.

Hispanic families seamlessly intertwine their cultural heritage with Thanksgiving traditions. Alongside the classic turkey and stuffing, traditional Hispanic dishes such as tamales, mole poblano, or arroz con pollo find their place on the Thanksgiving table, harmonising flavours and customs.

Thanksgiving resonates deeply with Hispanic values, emphasising family and togetherness. Multigenerational gatherings are common, fostering connections and strengthening familial bonds as diverse culinary traditions merge into a shared experience.

Hispanic communities, originating from various countries like Mexico, Puerto Rico, Cuba, and the Dominican Republic, enrich the Thanksgiving celebration with an array of traditional dishes. Each culture brings unique flavours, spices, and culinary techniques, contributing to the mosaic of tastes on Thanksgiving.

Expressing gratitude and giving back to the community are integral aspects of Hispanic culture. Thanksgiving serves as a platform for charitable activities, such as volunteering at food banks or organising community meals, embodying the spirit of gratitude and generosity.

Younger generations in Hispanic communities navigate a fusion of cultures, embracing both their heritage and the broader American experience. This fusion manifests in the celebration of Thanksgiving with a diverse array of dishes, reflecting their multifaceted identity and honouring their roots.

Thanksgiving is a celebration of unity amid diversity, where historical narratives intertwine with cultural heritage, creating a beautiful tapestry of traditions. The collaboration between Pilgrims and Wampanoag Indians serves as a foundational story, reminding us of the importance of cooperation and understanding between cultures. In the vibrant mosaic of Thanksgiving, Hispanic communities add vibrant hues, enriching the holiday with their unique customs and flavours. As families gather around the table, they not only share a meal but also embrace the collective journey of cultural fusion and gratitude, weaving a tapestry that represents the essence of Thanksgiving – a celebration of diverse traditions, shared experiences, and the spirit of togetherness.

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/>



“The Resilient Return of the Andean Guardians: The Potatoes' Journey Through Time and Flavor”

By Chef Pablo Aya

Senior Leadership - Hispanic Chefs Association - Executive Chef - Hispanic Restaurant Association Vice Chairman - Quetzales Guide

We were born beside the nest of the Condor, we have been a source of food for almost 10000 years and still counting, we have fed many civilisations and have travel around the world, we are the Andes and its people, we have conquered every continent and made a home on every culture, we are more than 5000 different types and still discovering new ones. We are diverse as we come in many shapes, colors, and sizes.

We are happy to be at any table, no matter how elegant the party is, we always have a place on the plate no matter if is morning, lunch, or dinner.

It's not easy to get a hold of a rare, organic, heirloom variety as we have been exploited and modified genetically to be bigger, to grow faster and to yield better profit, it's sad that our flavours took the last position on the selection of the varieties given to the people, and almost lost our identity.

We are coming back... slowly we are being planted by new generations of humans whom its only interest is not the money, but also the ecosystem, the biodiversity and the sustainability; we cannot keep growing under law of the pesticides, we have been around much longer than the agrochemical industries have, and have thrived without them, it just takes a little more work.

It means taking care of the soil, the water, it means putting your knee to the ground and picking the bad weeds, it means planting good friends nearby who can help us grow.

We are potatoes, we come from the place where Incas, Chibchas, Quimbayas, Guaranis, Mapaches, Quechuas among others, who followed the moon and the sun to make sure we were planted on the right time, now its our time the time of the real potatoes and we are coming back.



PICARONES

Nov '23

By Chef Carolina Zubiate

Winner of The Hispanic Top Chef 2023

@___carolinazubiate

INGREDIENTS

SYRUP

- 227G PILONCILLO
- 125G BROWN SUGAR
- 2EA CLOVE
- 1EA CINAMMON STICK
- 2 SLICES OF ORANGE ZEST
- REA ALL SPICE
- 2 CUPS H2O

DOUGH

- 227G SWEET POTATO
- 227G PUMPKIN OR BUTTERNUT SQUASH
- 454G AP FLOUR
- 21G YEAST
- 14G ANISE
- 21G SUGAR
- 1EA EGG
- 1EA CINNAMON STICK
- 2EA CLOVE
- PINCH OF SALT 3.5 CUPS OF AROMATIC WATER (FROM BOILED VEGETABLES)

PICARONES - a traditional Peruvian dish. Often found in the streets of Peru, late at night or Sundays at the park. Sweet potato-squash donut drizzled with a delicious syrup made from brown cane sugar and aromatics. A dish that truly takes me back to my childhood.

METHOD

SYRUP:

Bring all ingredients to a simmer, until reduced to a syrup consistency (about 45 minutes to an hour)

DOUGH:

Peel your sweet potatoes and pumpkin (or squash), and cut into medium cubes. Add your cinnamon, cloves, anise, and vegetables into a large pot with enough water to cover your vegetables. Bring to a boil and continue to cook until soft, about 45 minutes. Strain and keep 3.5 cups of the water in which you cooked everything. Set your water aside and let cool until no longer hot, but warm. Once warm, use 1/2 cup of your warm water to whisk in your yeast and let rise. While yeast rises, with a hand blender, mash your vegetables and then add your egg, salt, sugar and remaining water. Once your yeast is ready, add to your previous mixture and then fold your flour little by little. Let dough rise in your refrigerator for at least three hours. To cook them- in a medium pan, fill it a third of the way with oil. With your hands wet to assist the shaping of the donuts, carefully add one at a time to the hot oil. Cook for 3-4 minutes on each side until golden. They should be crispy and fluffy. Finish with some syrup drizzle on top. Enjoy!

