

FINDING YOUR MOJO!



WE ARE MISSING OUT!

Salsa conjurers up to many Brits, the image of chopped tomatoes and herbs, but this is just one example of a 'salsa' or 'sauce' (as translated directly from Spanish to English), and in this article we introduce you to a fantastic company, who are showing us just what we have been missing out on all these years, and the true meaning and origins of Salsa to our Hispanic friends.

"I'VE LOST MY MOJO"

Say the word 'Mojo' to any person who watched films in the 90's and they'd remember Austin Powers and his famous use and meaning of the word. The reality of what the word really means will suddenly make sense.

Mojo (Which is pronounced with a 'h' rather than a 'j') really is another

THIS MONTH, WE INTERVIEW **ROSIE ALVAREZ OF LA SAUCY SALSA** - WHO TEACHES US ABOUT DIFFERENT SALSAS, THEIR ORIGINS, AND HOW TO STOCK THE ULTIMATE RANGE THAT WILL SET YOU APART FROM YOUR COMPETITORS.

Spanish word for several types of sauces, varying in spiciness and consisting primarily of olive oil, salt, water, local pepper varieties, garlic, paprika, cumin or coriander and other spices. Mojo originated in the Canary Islands, where the main varieties are red mojo (mojo rojo) and green mojo (mojo verde).

LA SAUCY SALSA

The good news to those reading, wondering how to get their 'mojo' back, or indeed stocking some differing salsas is that a new and

upcoming company, **La Saucy Salsa** is here to supply you exactly what you need to impress your customers.

THE RANGE

- Coriander
- Chilli & Garlic
- Parsley
- Paprika

All are made with the traditional Spanish recipe for meat, chicken, fish, potatoes, salads and dipping. ●

www.lasaucysalsa.com



AN AUTHENTIC TASTE OF SPAIN

WE INTERVIEW ROSIE ALVAREZ TO FIND OUT MORE ABOUT SALSA, MOJO AND WHY SHE STARTED LA SAUCY SALSA



So Rosie, tell us a bit more about your background and why you started La Saucy Salsa?

● Well my mum originally came to the UK in 1969 from Andalusia in Spain, my dad also came over to the UK around the same time from Tenerife, Canary Islands and both arrived in Chichester West Sussex, where at the time there was quite a thriving Spanish community.

They met and fell in love and stayed in the UK. Food was always a very big part of our culture and everything revolved around food and large family gatherings. For my mum, she is the typical Mediterranean mama who only wishes to feed you and would very happily start cooking a paella at midnight from scratch if you were hungry. My dad has always been in the hotel and restaurant trade starting off as a Bellboy in the hotels in Puerto De La Cruz in the 60's and working his way up to head waiter and restaurant manager in several restaurants in both Tenerife and the UK. He did have his own restaurant, the Bellapaiz in Bognor Regis for several years in the 80's where my mum did end up cooking with my dad and perfecting her English and French dishes and especially working her food magic on Spanish nights, which were very popular at the time. I have very fond memories of my dad cooking steak Dianne and peppered steak flambe style at the diner's tables.

My mum was also a very good cook, mainly cooking us traditional Spanish foods at home, such as Puchero and Lentejas, which are traditional stews as well as the more common Spanish meals such as paella's, croquetas con ensalada rusa (Russian salad), and albondigas and salsa de tomate, which we would soak up with french sticks and followed by heaps of arroz con leche (rice pudding with lemon peel and cinnamon sticks)! My mum was a great fan of using paprika, cumin and also adding bay leaves into the majority of her cooking.

When my dad's sister Tia Concha decided to join my mum and dad in the UK in the 70's she also was a great cook and it became a tradition that every Thursday night we would

visit my aunt and uncle and would be religiously served up a traditional Canary island platter of meat and potatoes, which would be either; chuletas, chops, or chicken legs/ breasts and on the rare occasions rabbit, with traditional Canary Island wrinkled salted potatoes, called papas arrugadas and mojo, pronounced moho! This literally means a wet dish/sauce/salsa, something to dip your bread into in Tenerife.

We all looked forward (I also have 3 sister's) to eating our carne (meat) or fish, salad and vegetable's with mojo every Thursday and it very quickly became a household fascination and obsession with Tia Concha's mojo, which it still is with us all today.

So food, mojo's, salsa's have always been at the heart of who we are and over time my mum made her own versions and I started to experiment with my own combination of flavours inherited from Tia Concha and my mum and also other Spanish recipes I dabbled with along the way. I began making it a lot in 2008 when I was on maternity leave and had plenty of occasions to make it and then after a period of realising just how tasty it was and telling everyone that I was going to do something with it, the idea wouldn't leave me and so around 2010 I decided to give it a go and it sort of took off from there.

Do you find it frustrating that most Brits only think that there is only one flavour of Salsa?

● Yes I absolutely do! I have been quite surprised at some of the food events I have exhibited at over the last year, at how Salsa is very typically stereotyped as purely being a tomato salsa.

A small minority of people have refused to even try my salsa's believing that they already know what it tastes like based on perhaps an idea of what they may have already tried and disliked before.

In Spain and throughout the Hispanic world from Spain to the Canaries to Mexico and Puerto Rico every household / restaurant will have their own version of Salsa, which literally means sauce / gravy in Spanish, so it can come in so

many different forms, flavours and varieties and would typically reflect the local habitat and what was able to be sourced locally, so every region would have their own differences and personal preferences depending on each family.

So far not one of my Salsa's contains tomatoes, although that won't stop me from perhaps creating a tomato Salsa in the future.

Fortunately the majority of the British public are quite adventurous with trying new things and I did even manage to convince a few who really 'didn't like Salsa' to try my Salsa's who ended up making purchases as they were quite pleasantly surprised at how different it was to what they had imagined.

Where did you learn to make the different salsa's you now sell?

● I learnt throughout my childhood and adult life eating it on a regular occasion. Seeing my mum and aunts cooking and asking them how to make certain dishes and practising them and perfecting them over time. As well as purchasing my own Spanish recipe books over the years, which also gave me additional ideas.

For a retailer, what would you recommend they take and what would they suggest to their customers to go with the salsas?

● For retailers if they initially wish to test the market, then I would recommend the Coriander and Chilli and Garlic Salsa's first as these have both been the most popular, however I would also recommend the Paprika and Parsley to promptly follow as they are all distinctly different and all can be used in so many different ways and compliment so many different things so well. A large majority of people at food events I have attended have been unable to decide which salsa to purchase and a lot have purchased all four which you can in our variety box, which holds all 4 Salsa's. These can also make an ideal gift idea particularly for Christmas.

The olive oil and base ingredients across the four salsas form the heart and soul of the salsa and then the

additional differing ingredients create its uniqueness and deliver's each individual taste explosion.

The olive oil is what actually allows La Saucy Salsa to be so versatile. The Salsa's can be used as they are, best after a good stir and then drizzled over anything you like to eat or dipped into with delicious warm crusty bread or dips, so you capture all of the ingredients and taste the whole flavour. Or if you want to marinate food or fry scallops, other seafood, chicken, tofu in the salsa then the oil enthused with all its flavours will really deliver a fantastic dish and the aromas will really take you back to Spain. The olive oil in all of the salsas, depending on your personal preference can also be used to fry a fried egg and pimientos de padron.

La Saucy Salsa flavours are all authentic, traditional and versatile and you will truly experience this once you start using them, however way you choose.

The chilli and garlic is great added into chilli mince or Spaghetti or into casseroles to add flavour and a little heat into or over anything you like to eat, whether it involve meat or vegetables, fish. It goes deliciously with



cheese, Manchego, Comte are great with it accompanied by a glass of Rioja.

The paprika again is delicious in paella, or added into red lentils and sautéed veg, ginger and vegetable stock or just with cheese and chorizo on toast.

Coriander is delicious drizzled over pastas, salads, avocado and prawns or marinated meats, fish. All of the Salsa's can be used with roasted vegetables and haloumi or mozzarella.

The parsley goes particularly well with fish and can be added to melted butter and milk to really give the old liquor sauce with pie an' mash a real run for its money!

La Saucy Salsa has partnered up with Sal's Kitchen to provide regular recipes using each of my Salsa's and highlighting just how versatile they are. These can be found on a monthly basis on my Facebook page, Facebook La Saucy Salsa.

Most importantly La Saucy Salsa has been Sugarwise Certified by Rend

Platings, founder of Sugarwise, which means there is no added sugar in any of my salsas and I am currently looking into a gluten free variety as the salsas do contain breadcrumbs currently.

We love your whole range, however are you preparing to launch any more flavours in the near future?

● Yes I do currently have three new flavours in the pipeline, these are Jalapeno, Cayenne Pepper and Scotch bonnet.

Overall La Saucy Salsa sauces are not the hottest salsa on the market, preferring to focus on the flavour rather than heat and requires that every morsel of food that it may be accompanied with can be tasted, so even the scotch bonnet as it is blended with my base ingredients, will not be extremely hot. They really vary from mild to medium in heat intensity and will most likely stay this way, with the odd limited 'hot' edition thrown in.



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