



Hispanic

Spring-Summer 2011

Fresh Solutions for Fresh Produce.®

Brands

- Ready-Set-Serve (RSS): table-ready fruits, vegetables, and juices packed to detailed specifications
- Markon First Crop (MFC): whole fruits and vegetables packed to detailed specifications

Food Safety

- Every case of RSS or MFC you purchase from a member distributor has met or surpassed Markon's unparalleled standards for food safety
- Our 5-Star Food Safety® Audit 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 know the importance of quantifying water use, pesticides, and energy, and partner with like-minded grower-shippers
- We continue to set new benchmarks, meet them, make adjustments, and pass these standards along to the rest of the produce community

Trends

- Go global: give your sandwich option an ethnic twist by serving Mexican tortas; line bolillos (buns that are crunchy on the outside, soft on the inside) with RSS Pico de Gallo Guacamole, RSS Romaine Ribbons, RSS Sliced Red Onions, chopped tomatoes, carnitas, and mayonnaise; serve with spicy pickled carrots
- Portable fish tacos are going upscale; fill soft, warm tortillas with spicy salsa (made with tomatoes, Serrano chile peppers, RSS Diced Red Onions, RSS Washed & Trimmed (W&T) Cilantro, and RSS Lime Juice), RSS Shredded Green Cabbage, and grilled mahi mahi, shrimp, lobster, or ahi tuna
- Offer colorful, flavorful, alcohol-free beverages made with hibiscus, tamarind, strawberries, and mamey sapotes; garnish with melon, pineapple, or orange wedges
- Go Mayan with Yucatan dishes such as cochinita pibil, tangy lime soup, and believe it or not, spice-rubbed turkey



Shrimp Ceviche with RSS W&T Cilantro, RSS Lime Juice, and Pepitas

Suggested Items & Pairings

• RSS Pico de Gallo Guacamole	beans carrots celery	fish Spanish rice
• RSS W&T Cilantro	bell peppers ceviche lobster	Pasilla chiles pepitas
• RSS Shredded Iceberg Lettuce	beef Cotija cheese limes	red onions tomatoes
• RSS Romaine Ribbons	bolillos Jalapeno chiles Pañela cheese	radishes refried beans
• RSS Lime Juice	Butternut cayenne corn	epazote white onions
• RSS Pineapple Chunks	avocado jicama papaya	tamarind watermelon

Yields

- RSS Guacamole 96 2-oz. servings per 6/2# carton
- RSS W&T Cilantro 992 Tbsp. (chopped) per 4/1# pack
- RSS Shredded Iceberg 80 4-oz. servings per 4/5# carton
- RSS Romaine Ribbons 48 4-oz. servings per 6/2# carton
- RSS Lime Juice 112 4-oz. servings per 6 1/2-gal carton
- RSS Pineapple Chunks 22 4-oz. servings per 8# pail

Yields are approximate

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Usage Ideas

RSS Pico de Gallo Guacamole

- Serve RSS Carrot and Celery Sticks with RSS Pico de Gallo Guacamole as a substitute for tortilla chips
- Offer with beans, barbacoa, and Spanish rice ([see photo](#))
- Line the inside of fish burritos, tostadas, and enchiladas with RSS Pico de Gallo Guacamole

RSS W&T Cilantro

- Slice MFC Red and Yellow Bell Peppers; toss with RSS Shredded Carrots, jicama, and RSS W&T Cilantro; marinate slaw in creamy Pasilla chile dressing
- Offer shrimp ceviche with RSS Lime Juice, RSS W&T Cilantro, and toasted pepitas ([see photo](#))
- Stir into hot butter or cold crema; serve both with Baja-style grilled lobsters

RSS Shredded Iceberg Lettuce

- Offer condiments of pickled MFC Carrot Sticks and Jalapeno chile peppers, RSS Red Diced Onions, and limes
- Top carne asada (beef) tacos with RSS Diced Red Onions, chopped tomatoes, and RSS Shredded Iceberg Lettuce
- Fill tostada shells with RSS Shredded Iceberg Lettuce, grilled chicken, corn kernels, and grated Cotija cheese; drizzle with mango dressing

RSS Romaine Ribbons

- Line bolillos with pork, RSS Romaine Ribbons, tomatoes, mayonnaise, and Jalapeno chile peppers
- Serve refried beans with crumbled Pañela cheese and RSS Romaine Ribbons
- Garnish posole with RSS Romaine Ribbons, RSS Diced Yellow Onions, minced radishes, and RSS W&T Cilantro

RSS Lime Juice

- Combine diced tomatoes, RSS W&T Cilantro, cubed RSS Avocado Halves, chopped white onions, and RSS Lime Juice; serve with tamales or burritos
- Roast thick slices of Butternut squash with epazote and olive oil; sprinkle with RSS Lemon Juice and cayenne
- Roll cobs of corn in RSS Lime Juice, then queso cheese; drizzle with spicy hot sauce

RSS Pineapple Chunks

- Serve a tropical fruit salad of RSS Pineapple Chunks, chopped bananas, papaya, and watermelon
- Toss RSS Pineapple Chunks, chopped jicama, diced RSS Avocado Halves, and RSS Chopped Romaine Lettuce; drizzle with creamy Chipotle chile dressing
- Garnish frozen piña coladas, RSS Margarita Mix, and tamarind drinks with RSS Pineapple Chunks

Hispanic Highlights

Keep a steady stock of authentic ingredients in your operation's kitchen. Avocados, cilantro, lettuce, limes, onions, and tomatoes top the list of core flavors throughout Latin America:

RSS W&T Cilantro

- Cilantro's distinct flavor accents nearly every dish South of the Border. Use it liberally in breakfast, lunch, and dinner dishes
- Chop and mix with RSS Lime Juice, RSS Diced Onions, and seafood to give ceviche its distinctive flavor
- Season traditional soups such as gazpacho, cocido, and caldo de mariscos
- Never forget the cilantro when making guacamole
- Top appetizer snacks like nachos, taquitos, and arepas with fresh sprigs

RSS Pico de Gallo Guacamole

- Garnish street foods such as tacos, chalupas, tamales, and quesadillas
- Spread over Mexican bread in tortas of all types
- Top chilaquiles or fried eggs with a dollop of RSS Pico de Gallo Guacamole
- Skip the chips and serve with plantains (tostones), rounds of jicama, RSS Carrot Coins, or sliced MFC Red and Yellow Bell Peppers
- This ancient dip dates back to the Aztecs; serve it in a lava rock molcajete (mortar with pestle)

RSS Pico de Gallo Guacamole Tops Black Beans & Tomatoes, Barbacoa & MFC Red Onions, and Spanish Rice with RSS W&T Cilantro



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