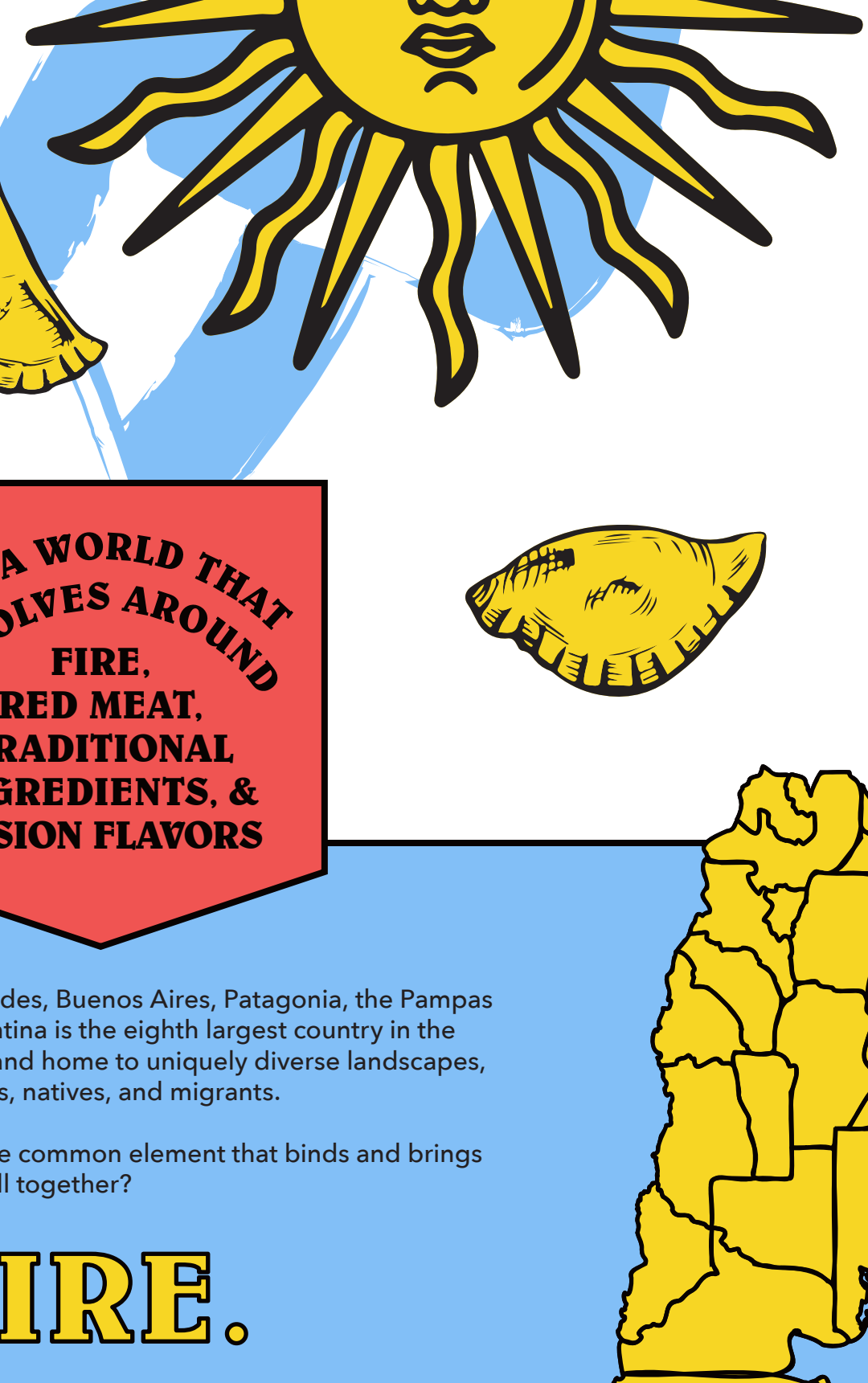


FLAVOR FOCUS

ARGENTINE CUISINE



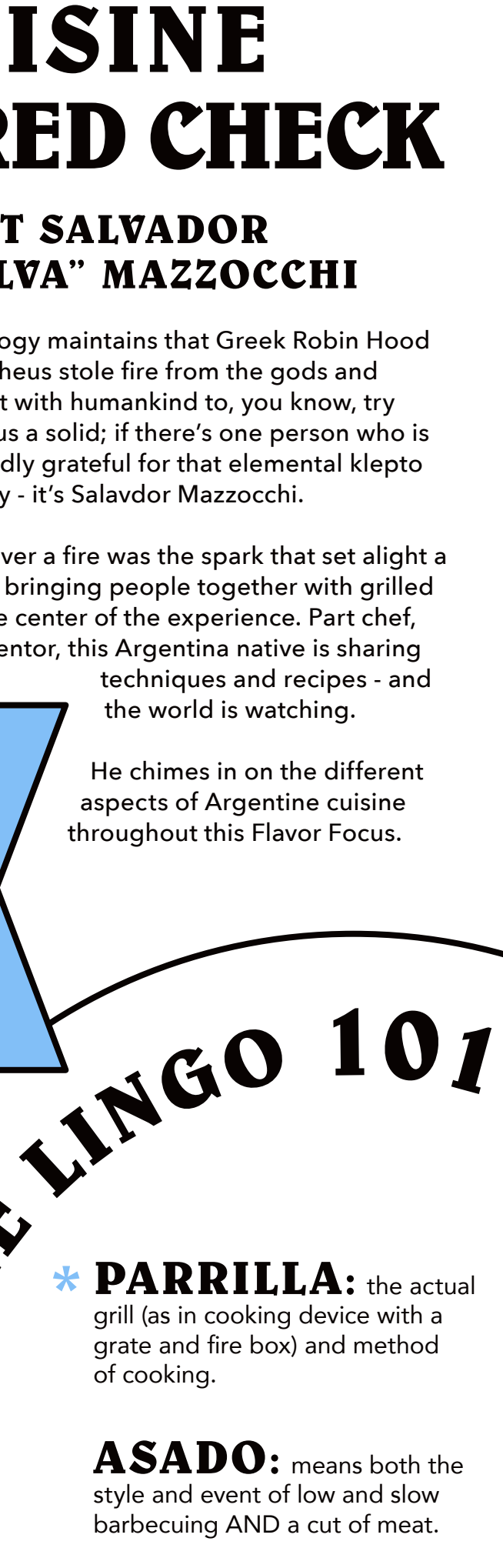
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AKA A WORLD THAT REVOLVES AROUND FIRE, RED MEAT, TRADITIONAL INGREDIENTS, & FUSION FLAVORS

FIRE.

Warm hospitality and meat amongst the flames, the ritual of asado provides a shared experience of enjoying food and building community through cooking.

We're taking a closer look at the seemingly simple ingredients and humble traditions and seeing how these farm-to-table flavors have transformed through the years and over the fire.



CUISINE CRED CHECK

MEET SALVADOR "SALVA" MAZZOCCHI

Mythology maintains that Greek Robin Hood Prometheus stole fire from the gods and shared it with humankind to, you know, try and do us a solid; if there's one person who is profoundly grateful for that elemental klepto proclivity - it's Salvador Mazzocchi.

Cooking over a fire was the spark that set alight a passion for bringing people together with grilled fare at the center of the experience. Part chef, part inventor, this Argentine native is sharing techniques and recipes - and the world is watching.

He chimes in on the different aspects of Argentine cuisine throughout this Flavor Focus.

Name: **Salvador "Salva" Mazzocchi**
That Handle: **@salvalcocina**
In the Industry: **10+** years
Known For: His viral Instagram and Youtube content where millions of followers watch and learn as he grills up meat after meat, and his Save the Kitchen Project with a goal to bring cooking closer to everyday life and make it accessible to everyone. We consider Salva an **asador - a South American barbecue master.**

THE (BRIEFEST) OF HISTORY LESSONS

We break down the big, broad-stroking moments that helped define and influence Argentine cuisine.

Regional Indigenous Diversity While many indigenous tribes of present-day Argentina participated in hunting and gathering, other native groups like the Guarani, Mapuche and peoples of the northwest Inca Empire focused on animal and crop farming. Maize, potato, cassava, and other native ingredients were first used by these indigenous nations.

Gaucha Culture Commonly known as the horsemen of the Argentine grasslands and countryside - the cowboys of the Pampas - gauchos were most likely mestizos of mixed European and indigenous ancestry. The traditional gaucho way of life revolves around caring for livestock and they made over-the-fire grilling of meats (aka asado) a national tradition.

European Colonial Influences The Spanish colonization of Argentina between the 15th and 19th centuries brought European-style cooking techniques and ingredients like olive oil, garlic and onion, wine, and beef cattle. After the Spanish, Italian immigrants brought their traditional dishes, drinks and sweets that have become staples in Argentine households.

Migrant Flavor Fusion In more recent years, Arab, German, Polish, Welsh and other global immigrants have brought their culinary heritage and flavors to Argentine cuisine, creating new fusion dishes and traditions.

ARGENTINE LINGO 101

*** PARRILLA:** the actual grill (as in cooking device with a grate and fire box) and method of cooking.

ASADO: means both the style and event of low and slow barbecuing AND a cut of meat.

ASADOR: the grill master who tends the fire and cooking during the all-day asado.



SALVA SAYS: "ARGENTINA IS A COUNTRY FULL OF TALENTED, FLEXIBLE, VERSATILE PEOPLE WHO SEEK TO STAND OUT AND INVENT A FUTURE. IT'S FULL OF PEOPLE EMERGING, SHOWING NEW THINGS, CONNECTING WITH COLLEAGUES AROUND WORLD-TRANSFORMING LOCAL CUISINE."

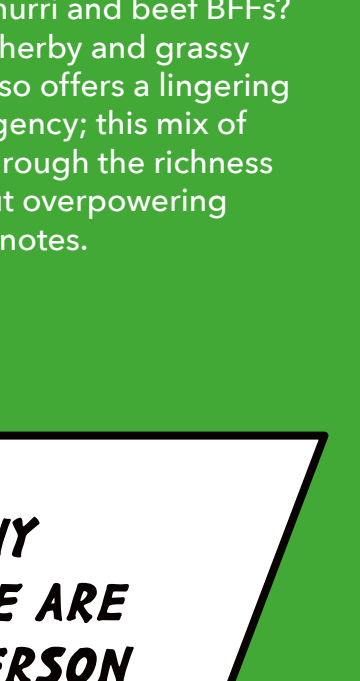
GRILLING METHODOLOGY

When it comes to grilling, there are a handful of traditional Argentine techniques to achieve that char.

But first, let's talk **wood versus charcoal**. While residents of towns and cities tend to use charcoal, outside the metros grillers use local wood, including quebracho, walnut and olive to impart different smoky aromas. Whether charcoal or coals from wood, you want that **low, consistent heat**.



SALVA SAYS: "RITUAL AND TIME ARE PART OF GRILLING - HAVE PATIENCE, I MAKE SURE THE MEAT IS ROOM TEMPERATURE BEFORE IT GOES ON THE GRILL, I ASK MY GUESTS HOW THEY WANT THEIR MEAT DONE, AND I ALSO GRIND AND CRUSH MY DRIED SPICES AND INGREDIENTS TO IMPART EVEN MORE FLAVOR."



NOW, ON TO GRILLING METHODS & TECHNIQUES:

On the Grill: A traditional grill - aka a parrilla - can be found at nearly every household. Argentinian grillers stoke the **heat source** so the grill gets very hot before putting the meat on it.

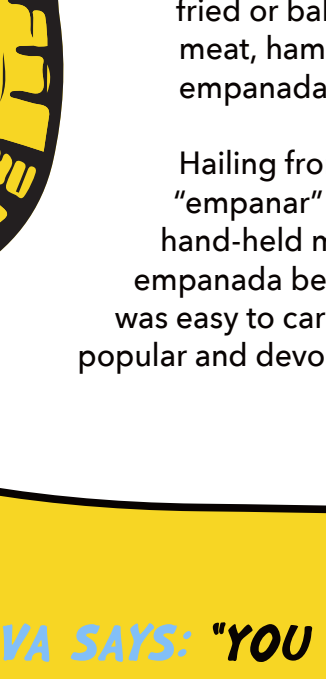


A Cross Spit: One of the country's oldest and most traditional roasting methods, meat like lamb or a rack of ribs is cooked a short distance away from the wood fire. This cooking process can last up to three or four hours, and meat is positioned in the direction of the wind, and seasoned with a sprig of rosemary, mustard and oil.



Spit Roasting: The easy part: you insert a metal spit into the meat and cook it directly over the fire. The hard part: it needs to be continuously turned to ensure that it doesn't burn on one side, while you season the meat with a brine, known as salmuera, made with water, coarse ground salt, garlic, and aromatic herbs.

In a Disco: Don't panic, it's not THAT kind of disco. But hot take a mash up of a disco club and grilled meats sounds like a party.) Originally made from farm plow discs, this flat frying pan is made from thick iron. The disc heats up over the fire with an oil or animal fat and is used for cooking rice or sautéed dishes.



Ember Roasting: You bury skin-on vegetables among the coals, so they are cooked in the fire. Once done, ashes and burnt skins are removed and the vegetables are seasoned.



Clay Oven: Empanadas, pizzas, chicken, meat, breads - a clay oven is one of the oldest ways of cooking with fire and coals used by indigenous people and during the Spanish colonial era.



CHIMICHURRI: BEEF'S BFF

CHIMICHURRI, CHI-MĒ-CHUR-Ē: A SAVORY ARGENTINE SAUCE OR MARINADE TYPICALLY MADE WITH FINELY CHOPPED PARSLEY, MINCED GARLIC, OREGANO, VINEGAR, AND OLIVE OIL.

Fun to say. Delicious to eat. Imperative to Argentine food and culture.

But wow is there some discrepancy on the origin of the country's most famous sauce. There are stories and rumors claiming the Irish, English, Basque, and Quechua were the catalyst for this condiment, but only one has a historian-backed cred check... spoiler alert: it was the Quechua.

According to Daniel Balmaceda, an Argentinian historian and author, "chimichurri was a generic term used to describe strong sauces to accompany and conserve different kinds of meat."

One thing is certain - chimichurri was a daily staple by the end of the 19th century once cattle farming was well established in the country.

So why are chimichurri and beef BFFs? With initial bright, herb and grassy notes, the sauce also offers a lingering spiciness and pungency; this mix of flavors helps cut through the richness of the meat without overpowering savory and smoky notes.



SALVA SAYS: "THERE ARE AS MANY CHIMICHURRI RECIPES AS THERE ARE ARGENTINIANS, AND NO ONE PERSON WOULD GIVE YOU THE SAME RECIPE. MY SECRETS ARE TO USE FRESH HERBS STRAIGHT FROM THE GARDEN AND HYDRATE THE DRIED HERBS IN A BRINE BEFOREHAND."



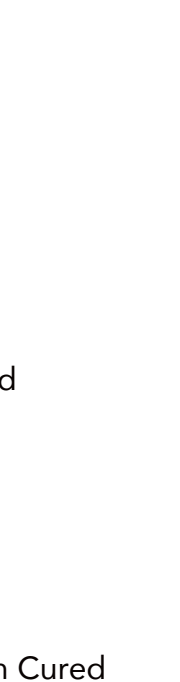
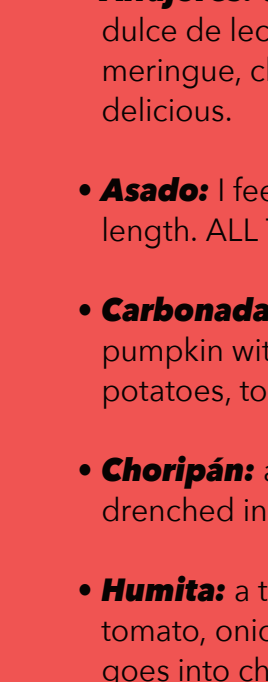
Don't feel like chopping all those fresh herbs? Our **Chimichurri or Argentine-Inspired Garlic Herb blends** are fresh-ground small batches so you still get that amazing flavor, color and smell.

MIN 10124 MIN 10504

THE IMPORTANCE OF THE EMPANADA

A staple in Argentine life and family parties, empanadas are fried or baked pastries with a flaky crust and a variety of fillings: meat, ham and cheese, fruits - there are nada reasons to not love empanadas.

Hailing from Portugal and Spain, the term "empanada" comes from "empanar" which means "to wrap or coat in bread" in Spanish. These hand-held mini meals were introduced to Argentina via Spanish migrants; the empanada became the working man's meal since it contained a full meal and was easy to carry to work. To this day they still reign supreme as one of the most popular and devourable snacks.



SALVA SAYS: "YOU CAN FIND EMPANADAS THROUGHOUT THE COUNTRY, AND EACH REGION HAS ITS SPECIALTY FLAVORS - IT'S A FOOD THAT TRANSCENDS SOCIO-CULTURAL BORDERS. SALVA LOVES USING LEFTOVER MEATS FROM OTHER DISHES AND MAKING EMPANADAS."



TRAVEL JOURNAL: DEREK WOLF VENTURES TO ARGENTINA

Our very own over-the-fire expert - our Collab Derek Wolf - traveled around South America and met our Cuisine Cred Expert: Salva. And that was the beginning of a beautiful (and deliciously charred meat-centric) friendship.

Salva and I had been following each other on social for a long time. Once I firmed up my travel plans to Patagonia and Buenos Aires, we looked in the opportunity to finally meet, grill together and learn from each other.

There are many cultures that cook with fire, but Argentina has the most grace. They're slow cooking. They're not worried about a lot of problems. They're enjoying wine: it's almost like a French style of cooking for open fire.

Argentine over-the-fire cooking is akin to Texas BBQ. It's all about low and slow. There can be a perceived rigidity to the craft based on how people have been grilling for years. I loved cooking with Salva because he's challenging that rigidity and pushing the boundaries of traditional Argentine asado. He's thinking outside the box and making fun, creative and innovative recipes and sharing them with the masses.



EXPERIMENT WITH FLAVOR

Our Spiceologists serve up their takes on traditional Argentina-inspired dishes.

- BREAKFAST**
S'mores Churros (MIN 10450)
- LUNCH**
Smoked Paprika-Seasoned Lamb Empanadas (MIN 10224)
- APPETIZER**
Garlic Herb Provoleta with Cured Meats and Bread (MIN 10504)
- DINNER**
Grilled Skirt Steak with Turmeric Flakley Salt (MIN 10992)
- SIDES**
Chimichurri Steak Fries (MIN 10124)
- DESSERT**
Dolce de Leche Alfajores Cookies with Carbonated Sugar (MIN 10108)
- COCKTAIL**
Salt-Free Pink Peppercorn Lemon Thyme Clericó Sangria (MIN 10603)

ARGENTINA-INSPIRED INGREDIENTS & BLENDS



MIN 10124 MIN 10504 MIN 11587 MIN 10388 MIN 11580 MIN 10992 MIN 10993
MIN 10141 MIN 10379 MIN 10228 MIN 10275 MIN 11585 MIN 10224

SHOP ARGENTINA-INSPIRED BLENDS & INGREDIENTS

REACH OUT TO YOUR DISTRO REP OR SALES@SPICEOLOGY.COM WITH QUESTIONS.