



Celebrating Food, Art & Culture

# Hispanic American Heritage

Haute Tapas:  
Traditional, Nuevo, and Trinidadian

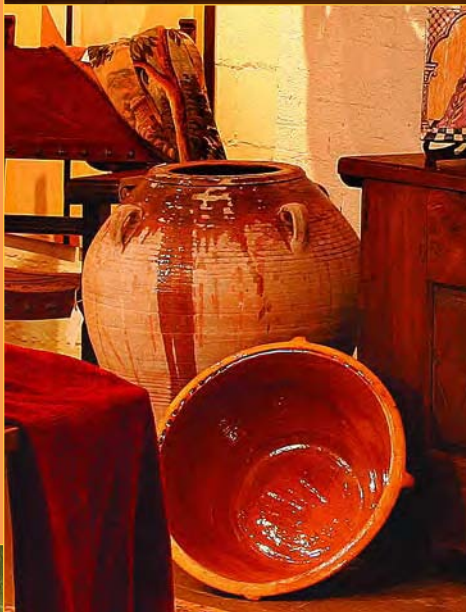
*Bebo Rides Again*

Who's Riding Hogs These Days?

Spanish Trends in Interior Design



© Joe Grant



© Nate Chediak



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## Daisy Cooks!

... and writes, models, acts, has her own TV show, and just won a Gourmand World Media Award for her new cookbook



Chances are, you've seen Daisy Martinez. Maybe in a commercial for Ford, McDonald's, or AT&T. Or perhaps in a movie, such as *Carlito's Way* or *Scent of a Woman*. But if you have seen her recently, it was probably on her televised cooking show, *Daisy Cooks!*

To say Daisy is passionate about Spanish food and culture is a bit of an understatement, and she is equally

"passionate" about sharing her heritage with others. "America has only scratched the surface of our regional cuisines. Almost anyone can tell you what paella or chorizo are, but words like yautia, malanga, or morcilla are bound to draw blank expressions. But the days when

'Spanish' food meant tacos and refried beans are numbered," Daisy points out. "In fact, as people become more intimate with the cuisines of Spain, Latin America, and the islands, the term 'Spanish Food' just won't cut it any more.

Daisy was born to Puerto Rican parents in Brooklyn, New York, and lived at her grandmother's house until she was almost five. Her abuela inspired Daisy with the joys that could be unraveled in the kitchen, the happiest room in the house! Those days were filled with love, family, and delicious food, three things that, for Daisy, are intimately entwined. In 1998, Daisy enrolled at the French Culinary Institute (FCI), where she won first prize for her final project, "The Passionate Palate." Although she is quick to laud the training she received at FCI, "I learned to cook at my mother's and grandmother's elbows," says Daisy. "Those days I spent in family kitchens gave me an invaluable grounding in the kind of food that comes from the heart."

You can try Daisy's recipes and techniques by picking up a copy of *Daisy Cooks! — Latin Flavors That Will Rock Your World*. Just published last year, it is already a must-have cookbook, winning a 2006 Gourmand World Media Award for "Best Latino Cuisine Cookbook in the World." In choosing recipes for the book, she explains, "Much of the allure for people discovering our cuisines is in what we Latinos consider our 'soul food' — the simple, satisfying dishes. This book is loaded with those treasures, and not just from Puerto Rico and Spain, but from Cuba, Santo Domingo, and Central and South America. It is my distinct pleasure to bring these dishes to you, and show you the diversity in the cuisines of all these countries."

## New Bikes Tend to Be More Colorful

And the riders, too. Meet businessman and hog lover Richard Tapia.

As the end of a long baby boom cycle looms, times are changing at Harley-Davidson, where the demographics of buyers are morphing to the shape of a younger, 21st-century, multi-cultural population. "The next generation still regards riding a Harley as "the radical thing," notes Richard Tapia, owner of four Harley-Davidson dealerships. While a passion for riding the storied brand is still at the heart of every buyer, "The difference is that they have many options as to where to spend their time and money, they demand instant fun because their leisure time is so limited, and they want more creative paint styles," he goes on to say.

Richard knows the popular Harley models well: the Heritage Softail, Fat Boy, and Road King. He has been riding since he was 16. "I would ride with a pack of friends and noticed that those who rode Harley-Davidsons always had people coming up to them and talking about their bikes and the dream of riding a Harley-Davidson. That's when I knew that there was more to a Harley than any other motorcycle. Since then, the passion for Harley-Davidson grew, especially since rides on a Harley always turn into an adventure."

The passion actually grew into four dealerships — two located in Nevada and two in California — that sell about 600 bikes each year, according to a recent article in *Hispanic Business* magazine. Richard's journey from rider to businessman started a few years ago while searching for a new bike to buy. "I called Harley-Davidson Motor Company to get more information, and during that conversation they mentioned that they were interviewing new dealers and encouraged me to apply. The process took about 18 months before I was offered my first store in Merced, California."

Richard's opportunity is a reflection of new ways of doing business at the venerable bike manufacturer. Mario Nieves, president of the Latin American Motorcycle Association (LAMA), was quoted in the *Hispanic Business* article saying Harley "was the first company to reach out to LAMA ... teaming up with [us] on some of our events." LAMA reported that 45 percent of its members owned Harleys, 28 percent owned Hondas, 12 percent owned Kawasakis, and 10 percent owned Yamahas.



Richard Tapia has plenty to smile about. He turned his passion for riding into four Harley-Davidson dealerships.

To keep up with changing demographics, Harley and its dealers work to understand its core deliverables and buyers. "We define ourselves as being in the entertainment business," says Richard. So, to meet the new needs of buyers — like having limited time and wanting to make the most of it — he has created more bike runs and other organized events. And he adds plenty of color options for new bikes with Radical Paint Sets. If adventure is the driving force behind his passion for riding, seems like Richard found it.

## The Musician Who Came in From the Cold

Storyed pianist, composer, and arranger Bebo Valdés was there when the modern Cuban music tradition was born in the 1920s. By the late 1940s, his skills were such that he became one of Cuba's most talented musical artists. Today, at age 87, the maestro's musical instincts are still fertile, his fingers nimble, and his ability to craft music of extraordinary depth, passion, and beauty undiminished. Yet his recent successes, which include two Grammy awards, almost never happened.

In 1948, Bebo became the arranger and pianist at Havana's famed Tropicana nightclub and went on to record prolifically for several Cuban labels. Things changed drastically in 1960 when Fidel Castro assumed power, and Bebo left all behind for exile. He eventually settled in the cold climes of Sweden, where he found love, married, and lived in relative obscurity for more than 30 years. Things changed



drastically again in 1994, when longtime friend Paquito D'Rivera phoned Bebo in Stockholm, urging him to write and later record *Bebo Rides Again*, a collection of 11 songs that the nearly 80-year-old wrote in just 72 hours. A few years later, *El Arte del Sabor* was released and earned Bebo a Grammy for Best Traditional Tropical Latin Album.

*Bebo de Cuba* earned Bebo another Grammy in 2005, and it includes two CDs, a DVD, and a 52-page booklet. The infectious arrangements explore lively and complicated Afro-Cuban rhythms and *descargas*, the Cuban term for free-flowing jam sessions. The sessions, writes musicologist Nate Chediak in the booklet, "are direct descendants of the ones Bebo recorded ... more than half a century ago, penning an essential chapter in the history of Cuban jazz." The music is also a tribute to Bebo's wife, Rose Marie, trumpeter Dizzy Gillespie, friend Israel "Cachao" Lopez (the legendary bassist who invented the mambo), and his famous son Jesus "Chucho" Valdés. *Bebo de Cuba* is an essential chapter, connecting a 21st-century audience with a brilliant Cuban heritage.



*Bebo de Cuba is a celebration of the enduring popularity of traditional Cuban music and a 2005 Grammy award winner.*

*A Bebo Valdés recording session includes a who's who of Latin music icons.*

## Nouveau Flamenco

Why a German-born Santa Fe resident belongs to Latin heritage

Ottmar Liebert isn't a name you would naturally associate with Latin heritage — he was born in Cologne, Germany to a Chinese-German father and Hungarian mother. Yet to aficionados of the classical Latin guitar, Ottmar's name is synonymous with the musical genre and platinum-selling album known as *Nouveau Flamenco*. How he fell in love with flamenco, and how he continues to thrive in the music business, is quite a story.



© Athi Mara Magadi/Santa Fe

Ottmar studied classical guitar as a teen, even traveling to Russia and Asia to further his understanding of music. Later, he immigrated to the United States and played in a series of jazz-funk bands in Boston, but soon became frustrated with the East Coast music business and headed west.

It was in Santa Fe, New Mexico that Ottmar found himself captivated by a laid-back artistic ambience, and it freed him from the need to *make it* in the music business. He began playing music for his own pleasure, increasingly finding receptive audiences in local restaurants and hotels. By 1988, his new band, Luna Negra, was born. Success wasn't far behind. Two years later the band's debut album, *Nouveau Flamenco*, hit music stores and went double platinum.

"I was honestly happy playing this music in hotels and restaurants in Santa Fe. In one year, going from doing that to opening for Miles Davis was a pretty intense jump," he recalls. "Most shocking for me was to realize how many different people from so many diverse cultures embraced it. I still get letters from fans in Europe, South America, Australia, and Asia ... it's been a really gratifying experience."

Since then, Ottmar has released 22 albums, the latest being *La Semana*, a collection of all-new songs released in 2004. "Musically, the record is back to [flamenco] basics with the wooden box drum, the clapping, and the palmas. It's all one acoustic guitar — no electric, no lutes, no steel string guitars." But there is more to *La Semana* that reflects Ottmar's creative bent. First, all the songs were recorded by Ottmar himself, without an engineer, in his home studio. Then, the album is an Internet-only release on his own label, Spiral Subwave Records International. It was a strong business move that put Ottmar in firm control of his art and career. Ottmar maintains a strong touring schedule that takes him all over the world, and he plays regularly along the West Coast. Web search *Luna Negra* for tour dates.



*La Semana is a return to flamenco basics with the box drum, clapping, palmas, and one acoustic guitar.*

# Arte Colorido y Vibrante

A Collection of Fine Art Celebrating Hispanic Heritage

## Promoting Cultural Awareness

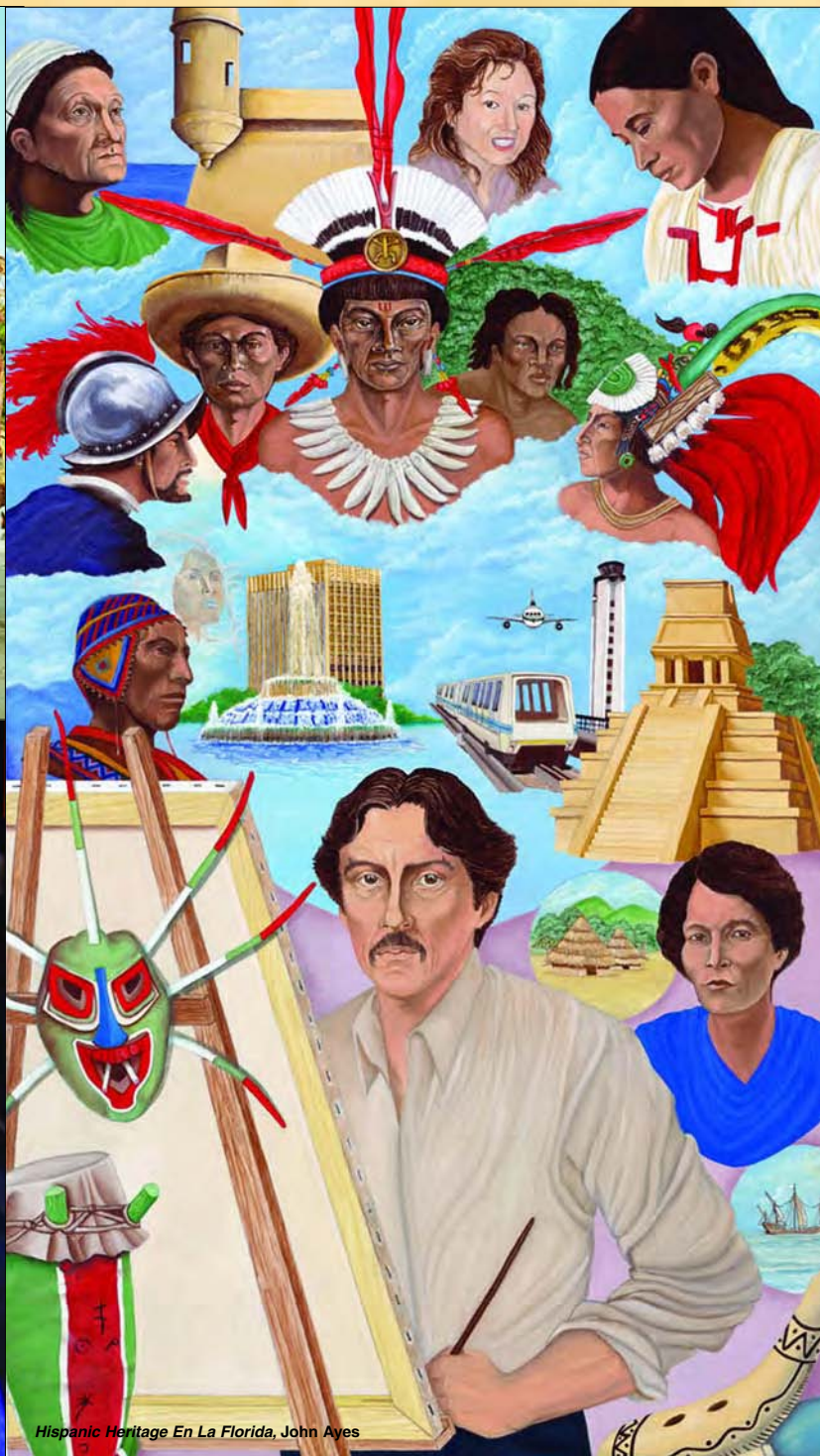
Diversity, as it is represented through art, provides cultural differences. Our art collection attempts to educate clients, shareholders, and communities. *Unity and diversity* program and be used as a stand-alone program to demonstrate a commitment to diversity and inclusion.



Puntagoda, Joe Grant



Cuban Flava, Joe Grant



Hispanic Heritage En La Florida, John Ayes

**John J. Browne Ayes** adheres to a philosophy of overcoming preconceived ideas and realizing there are no limitations that can't be overcome.

John's Hispanic Heritage Series is steeped in the exploration of Puerto Rican heritage, culture, and tradition, depicting a unique way of seeing "Las cosas Puertorriquena." Every canvas is the birthing place of a new idea, the search for a new way of seeing an old

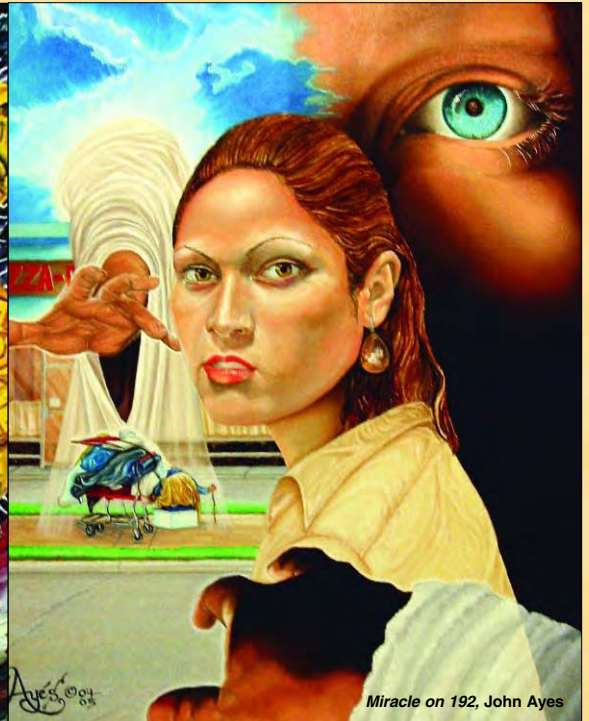
idea. Each of John's paintings has to be of museum quality and tell a unique story. His surrealist style has its roots within his Taino Indian heritage, where the ancestor Taino created art that was symbolic and conveyed complex ideas and spiritual beliefs pertaining to the mysteries within nature and the universe. "My art pulls at me to create, it is all I live for," says John. It is his direction, his sense of life's purpose.

**Joe Grant** is both a commercial and fine art photographer who has worked for numerous clients including *Elle*, *Essence*, and *Ebony* magazines, Sony Music, Capitol Records, MCI, RCA, and many more well-known companies. His work has been exhibited in numerous galleries and museums, not just in the United States but internationally as well. His success as a photographer enabled him to indulge in his passion for travel. After his first visit to Africa, Joe was

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so personally and professionally affected by the  
experience that it changed his life's focus and his  
artistic exploration. Joe wants his photography to  
enlighten and connect people to our origins,  
wherever they may be. Peru, Colombia, Senegal, Mali,  
Gambia, Haiti, Cuba, Brazil, Trinidad, Venezuela,  
Honduras — Joe has been to them all to photograph  
the people and the diversity of their cultures.

**Oscar Martinez** was born in Maragüez, Puerto  
Rico and resides in Chicago, Illinois. He received his  
bachelor's in medical art from the University of Illinois  
Medical Center in 1977. As an accomplished artist,  
Oscar has had numerous group and solo exhibitions  
throughout the Caribbean, Mexico, and the United  
States. Among his many credits, his work has been  
shown in the Museum of Bellas Artes and the National  
Historical Museum in Mexico, the Desplaines Museum

in Illinois, and the Field Museum of Chicago.  
Additionally, his work has been featured on television  
shows and published in media outlets. Oscar was  
actively involved in the Chicago mural movement  
and has painted murals throughout the city. He was  
appointed by the governor to the Illinois Arts Council  
and has served as president of the Latino Institute of  
Chicago. He is also the founder of the Latin American  
Museum of Art.

There may be nothing new under the sun, but  
**When It Comes to Tapas,  
 Things Are Certainly Looking Different**

Making a meal of many nibbles may not be new to those in the Mediterranean, but on this side of the pond, feasting on a banquet of little morsels (called *Meze* in the Greek style and *tapas* in the Spanish style) is still a new experience for diners. Comprising anything from cured olives to elaborate stuffed pastries to an abundant cheese plate, traditional tapas make excellent fare for cocktail parties or simple snacking.



*Chef Ramin Ganeshram is a culinary journalist whose work has appeared in Saveur, Four Seasons, Catalina, and epicurious.com. She is the author of Sweet Hands: Island Cooking From Trinidad & Tobago and a 2006, International Association of Culinary Professionals award nominee.*

Epicures in cities across America are starting to find tapas bars nestled among other trendy restaurants. In these eateries, innovative chefs are taking small dishes and turning them into artistic displays of culinary art, and savvy foodies have been quick to take up the flag. It's not uncommon to find a full-tapas menu in place of appetizers or even the main event at sit-down meals and chic parties. The trend is so hot, even wedding planners are seeing tapas as the way to go for an avante-garde celebration. High-end restaurants that don't specialize in tapas are making use of the style — offering diners an *amuse bouche*, or “mouth amusement,” as a diminutive taste before the meal starts.

While the presentation of tapas is still rather traditional — multiple servings of dishes smaller than an appetizer or a single small tapa to whet the appetite — the flavors are not. The newest *haute tapas* explore a variety of cooking styles from around the world, including Asia, India, the Pacific Rim, and the Caribbean. In London, there is even a Swedish restaurant serving foods in the tapas style, and in an earthy new twist, chefs are also garnering tapas recipes from street food — turning once-humble snacks into stylish refreshments. Following this lead from the professionals, home cooks should feel free to create interesting, elegant tapas just by taking their favorite recipes and creating them in small form.

The recipes on this page reflect the Caribbean flavor of traditional Trinidadian street foods adapted to the tapas style. They are from *Sweet Hands: Island Cooking From Trinidad & Tobago* (Hippocrene Books, NY 2006), authored by our own *Unity* food consultant, Ramin Ganeshram.

**Oyster Cocktail**

Serves 12

Oysters are a well-loved Trinidadian street food, although recently the government made it illegal to sell the mollusks on the roadside. They grow on the roots of mangrove trees in the large Caroni swamp in the middle of the island. Although small, they are meatier than sea oysters. Here, the seasoning sauce really makes this dish. Individual servings can be an *amuse bouche* or group three for a tapas serving.

- 12 Blue Point oysters (or your choice), shucked with top shell removed
- 1/2 cup cilantro, washed well
- Juice of 1/2 lime
- 1 tablespoon water
- 3 cloves garlic, minced
- 2 tablespoons ketchup mixed with 1 teaspoon sugar\*\*
- 1/2 teaspoon hot pepper sauce

Arrange oysters on a bed of crushed ice. Place cilantro and lime juice in a blender and puree to a smooth paste. Add remaining ingredients and puree. Drizzle 1/4-1/2 teaspoon sauce on each oyster. Serve.

\*\* Trinidadian ketchup is much sweeter than American versions, hence the addition of sugar. Omit the extra sugar if desired.

**Fried Wonton**

Makes 24 pieces

Chinese takeout is popular in Trinidad, but of course it has a twist. It is converted to a snack and livened up with hot pepper. A serving of three or four makes one tapa.

- 1/2 pound shrimp, chicken, or pork, minced finely
- 1 scallion, trimmed and chopped finely (both white and green parts)
- 2 cloves garlic, minced
- 1/2 hot chili pepper, minced
- 1 teaspoon soy sauce
- 24 wonton skins
- 1 cup vegetable oil for deep frying

Mix shrimp, chicken, or pork with scallion, garlic, hot pepper, and soy sauce. Set aside.

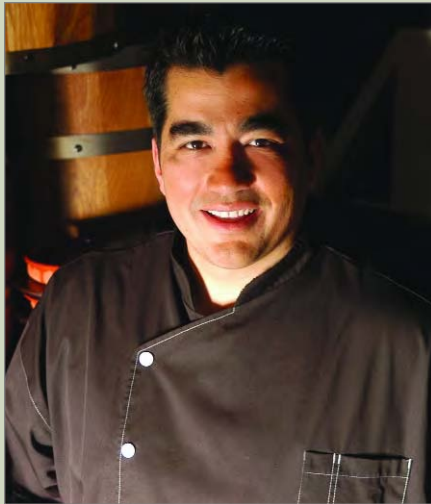
Place a wonton skin flat on a work surface and put 1 teaspoon of the meat mixture into the middle of the square skin. (Have a small bowl of cold water ready. Dip finger in cold water and run it along the edges of the wonton skin. This will help the skin stick together when folded.)

Fold skin over the meat to form a rectangle. Fold the joined ends backward so the rectangle is now half its width. Fold the stuffed wonton rectangle crosswise so the short ends meet each other. Pinch the lower flaps of the short ends together, leaving top folds free. Use a little water to pinch the dough closed. The wonton will resemble a little nurse's hat. Repeat until all skins are filled.

Heat oil in a saucepan until hot. Test by dropping a little flour into the pot. If it sizzles vigorously, the oil is ready. Add wontons, a few at a time so they are not crowded in the pan. Fry until golden brown then drain on paper towels. Serve with soy sauce.

*Home cooks should feel free to create interesting, elegant tapas just by taking their favorite recipes and creating them in small form.*





## Small Dishes, Big Flavor

Thanks to Ecuadorian-American Chef Jose Garces, “The City of Brotherly Love” can now develop its love for authentic Spanish tapas, sangria, and flamenco. The 33-year-old rising culinary star just opened his first restaurant, Amada, on Chestnut Street in Philadelphia. “Philadelphia has every type of restaurant and cuisine, except authentic Spanish tapas,” says Jose, who has already mastered Peruvian, Cuban, and Mexican cuisines. “Not only has this allowed me to grow creatively, but it fills a void missing from the city’s dining scene.”

At Amada, Jose embraces the rich traditions of Spanish gastronomy while incorporating avant-garde cooking techniques. The restaurant offers a charcuterie bar, dishes cooked sous vide, traditional a la plancha items and paella, terra-cotta sangria jarras, and flamenco dancing. The menu is designed to give guests, in typical Spanish fashion, the opportunity to mix and share multiple dishes while enjoying drinks or indulging in a full meal.

Yet the very small dishes that are making Amada a hit with Philadelphians are its tapas. The *Philadelphia Inquirer* wrote, “They are, finally, tapas perfected, back in touch with their roots, treated with respect.” The menu includes salchichon, gambas al ajillo, piquillos rellenos, and ternera con cabrales, the latter a delicious combination of slow-roasted beef filet, Catalan spinach, raisins, apples, pine nuts, cabrales demi, and foie gras. Amada’s interior was inspired by the hundreds of small restaurants and bars Jose scouted in Spain, and it captures the essence of an authentic tapas bar while exuding a hip European-bohemian vibe.

Jose, who was raised in Chicago by Ecuadorian parents, found his culinary voice through exploring his roots. Following graduation from culinary school at Kendall College, he spent a year living and working in Andalusia, Spain. On returning to the States, he apprenticed under Chef Douglas Rodriguez, the oft-cited godfather of nuevo Latino cuisine. Recognizing Jose’s dexterity and potential, Douglas chose Jose as his chef de cuisine, and later his executive chef, at two of his Philadelphia restaurants.

Jose has been featured in *The New York Times*, *Bon Appetit*, *Travel & Leisure*, *Esquire*, *Cooking Light*, *Food & Wine*, *Conde Nast Traveler*, and *National Geographic Traveler*.

## Tortilla Espanola

Serves 4

6 tablespoons extra-virgin olive oil, divided  
1/2 cup small diced onion  
1 clove garlic, minced  
2 eggs, lightly beaten  
2 potatoes, peeled, diced, and blanched  
Salt to taste

1. Heat 3 tablespoons of the oil in a sauté pan over medium heat. Sauté the onion and garlic until soft.
2. Lightly beat the eggs in a medium mixing bowl. Fold in the onions, garlic, and potatoes. Season with salt and pepper.

*On some nights, Amada is also the place to catch an authentic flamenco performance because, as he found during his tour of Andalusia, the “music and the dancing speaks to the soul,” says Jose.*

3. Heat the remaining 3 tablespoons of oil in a nonstick pan. Pour the mixture into the heated pan and cook on 1 side for 4 minutes. Flip the tortilla into another nonstick pan the same size.
4. Bake the tortilla, covered, for about 10 minutes at 300 degrees.
5. Serve the tortilla with saffron aioli.



## Gambas al Ajillo

Serves 4

2 ounces extra-virgin olive oil  
1 clove garlic, peeled and thinly sliced  
1 pound large white shrimp, peeled, deveined  
1 guindilla chili pepper  
or other dried hot chili  
1 teaspoon freshly squeezed lemon juice  
1 teaspoon minced parsley  
Garlic toast

1. Heat the olive oil in a medium sauté pan on medium high. Add the garlic and chili and sauté until garlic is lightly browned, about 2 minutes.
2. Add the shrimp and sauté for about 2 minutes. Pour the lemon juice over the shrimp and heat through. Sprinkle the shrimp with parsley.
3. Serve the shrimp with garlic toast.



## Antiguadades

Spain's cultural heritage is driving a hot trend in interior design

Kim Toothman and Elizabeth Orr have always been fascinated with Spain — its music, food, wine, and antiques. When the two entrepreneurs saw a hot San Antonio market for Spanish antiques dominating corporate and residential interior design, it's all they needed to take the leap into business ownership. They created a boutique specializing in Spanish antiquities, but not in San Antonio, where the population is roughly 80 percent Hispanic.

Antiguadades Art Gallery and Direct Antique Importers is in South End, the trendy design neighborhood in Charlotte, North Carolina. Although Charlotte's Hispanic population is considerably less (about 10 percent of the

The shop, of course, is a showcase of beautiful fine art and handcrafted furniture, yet it is also filled with lessons in history. Consider Miravet, the tiny Catalan village once looked down upon as the home of mere potters. Today, Miravet utility jars that were once used for storing olive oil are fetching big dollars as antique accessories, and the town is a magnet for tourists from around the world. Or consider the Catholic Church, long a pillar of Spanish (and Hispanic) culture. Over the centuries, many churches were looted of benches, collection boxes, and paintings, and those items, long separated from their original owners are treasured antiques.

While on searches in Spain, Elizabeth and Kim judge authenticity by looking at a piece's hardware and the type of wood used — they only purchase pieces made of Spanish chestnut. Design styles can vary wildly, reflecting the Moorish, Flemish, Greco-Roman, or German influences, each of which has played a critical part in Spain's history.

You don't have to be an active buyer of antiques to enjoy a visit to Antiguadades, or any antiques shop for that matter. You do need to bring a love of history and an interest in the cultures of other countries. And who knows, while you are there you just might find the perfect item for your home that turns into a valuable investment.



population), business, so far, is good. The population makeup was an important factor for Kim and Elizabeth because Hispanics are big purchasers of Spanish antiques.

### Speaking of olive oil, did you know ....

Spain is the world's largest producer of olive oil, a key ingredient in the Mediterranean diet and highly popular for cooking and adding flavor to food. It is the only oil from a fruit or vegetable that can be made solely from pressing. The highest-quality oils are made using mechanical presses (no heat or chemicals) within 24 hours of harvest. Andalusia, Spain's southernmost autonomous community, is the largest producer within the country, and the cuisine there makes extensive use of olive oil, even at breakfast time.



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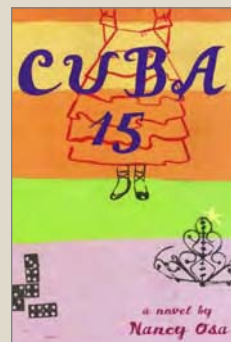


A Quinceanero at a park in California. The occasion marks a Latina's 15th birthday, when, by tradition, she is no longer a girl but a woman. Photo by Jenni Goldman.

### Want to know more?

Read *Cuba 15*, by Nancy Osa.

Violet Paz has just turned 15, and her abuela insists she have a Quinceanero. Violet knows little about her Cuban heritage. She is only half Cuban. She is also half Polish, and she simply feels all American. During her journey to the



celebration, she asks questions about her Cuban roots only to find it's not easy to know what to believe, as each of her family members offers a different view into the past. Violet knows she must form her own opinions, even if this jolts her

family into passionate discussions. After all, a quince girl is supposed to embrace responsibility, and to Violet that includes understanding the Cuban heritage that binds her to a homeland she's never seen.

### On the Cover

**Top:** *La Coche Cubano* by Joe Grant. **Middle left:** Antique Miravet jars once used for storing olive oil. **Middle right:** Cuban jazz great Bebo Valdes, photographed by another Cuban great, Nate Chediak. **Bottom left:** Flamenco and new age guitarist Ottmar Liebert. **Bottom right:** Daisy Martinez and guest on *Daisy Cooks!*

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