



2005

CULINARY DEMONSTRATIONS

See the hottest Latino chefs in action at EXPO COMIDA LATINA. Find out how the foods of the Americas are being incorporated into menus nationwide, and sample the fare that has taste buds singing!

Sponsored by:



Chef LaLa

Chef LaLa (Laura Diaz Brown) is passionate about Latin cuisine. Her knowledge of food, mastery of technique, gift of "sazon" and sizzling personality are a winning combination. Owner of the catering company SAVOR and host of the national cooking/lifestyle show "U' LaLa," Chef LaLa is a perennial crowd-pleaser at Expo Comida Latina. See Chef LaLa and her prominent guest chefs in action and get ideas for your menu.

Michael Flores

With a degree and honors from the Culinary Institute of America, Chef Flores arrived on the San Antonio culinary scene and quickly earned a reputation as a talented chef whose creations reflect a multiplicity of cuisines and cultures. Chef Flores has his own line of gourmet products and has published his first cookbook, *My Family, My Friends, My Food: Recipes Celebrating People and Life*.



Chefs will be signing their latest cookbooks immediately following their demonstrations.

The Heras Family

Tapping into the expanding Hispanic market in the United States while also appealing to a growing consumer taste for authenticity, El Taco Tote Real Mexican Grill is forming franchises in U.S. cities with large Latino populations including El Paso, Laredo, San Antonio, Chicago, Dallas, Phoenix, South Texas and Tucson. The company founder, Jose Pacifico Heras, who has seven sons and one nephew involved in the business, says the taste is authentic, not Tex-Mex.



Rene Fernandez

Following a career that spanned continents and decades, Chef/Owner Rene Fernandez opened San Antonio's Nuevo Latino restaurant Azuca. *Hispanic* magazine named it one of the top 50 Hispanic restaurants in the country. The unique blend of Caribbean, Puerto Rican and South American flavors keeps earning accolades and has patrons coming back for more.



Robb Walsh

Two-time James Beard Award winner Robb Walsh is the restaurant critic of the *Houston Press* and the winner of the 2004 Don Pascual Award for outstanding contributions to the San Antonio food scene. The award honored Walsh's *The Tex-Mex Cookbook: A History of Recipes and Photos*, which delved deeply into San Antonio's food history.

CONFERENCES

Visit www.expo-comida-latina.com for full information, including an up-to-date exhibitor list, complete conference program and schedule of events.

Expo Comida Latina, The Hispanic Food & Beverage Show, debuted in Los Angeles in 2002. So successful was the first edition, that we launched the show in New York the following year. Now we are bringing the successful franchise to Texas, the state with the second-largest Hispanic population in the country.

If you recommend, specify or purchase Hispanic foods and beverages for any of the following businesses, you should attend Expo Comida Latina.

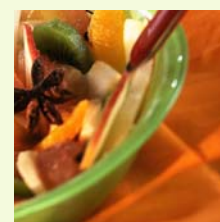
Foodservice:

- Independent Restaurants
- Chain Restaurants
- Catering Firms
- Hotels/Resorts
- Schools, Hospitals, Nursing Homes

Retail:

- Supermarket Chains
- Independent Supermarkets
- Warehouse Clubs
- Convenience Stores
- Specialty Markets
- Bodegas

Distribution/Wholesale Importer/Exporter Broker/Trader



EXHIBITOR LIST*

Agricola Valle del Sol • Alamance Foods, Inc. & Triton Water Co. • Americo • Border Land Farms/Chipotle Texas • Bridgford Foods Corporation • Bueno Foods • Burke Corporation • Caravan Products Company Inc • Cardservice International • Centro de Exportaciones e Inversiones (CEI) • Comida Latina Newsbytes • Del Monte Fresh Produce • Dipasa USA Inc • El Restaurante Mexicano • El Viajero Brands • El Yucateco Salsas y Condimentos S.A. DE C.V. • Gamesa USA • Goya Foods • Grupo Vaca • Grindmaster Corporation • HC Duke • Holsag Canada • Interex Corp. (Cia Topo Chico) • Jel Sert • Jugos del Valle • Julia's Spices • La Abuela Mexican Food • La Preferida Inc • Lakeview Farms • Latin Specialties, Inc. • Masonways Indestructible Plastics Inc. • Mayo 4 Inc • Merrill Lynch • Mexican and American Solidarity Foundation • Mexico Popular Foods • Natura's Foods • Nong Shim America Inc • Pan American Grain Mfg. Co., Inc. • Papa Felipe's Inc • Pepe's Wonderful Mexican Food (aka Pepe's Inc) • Pepper Creek Farm • Port-A-Cool • PSI-Protein Specialist, Inc. • Redeye Brand • Riba Foods Inc. • Robot Coupe USA • South Texas Milling • Sun Vista • Super Foods International • Tampico Fruit Punches • Tapatio Hot Sauce • Texas Meat Packers • The Morrison Milling Co • The Victoria Beverage Co Inc • TNI Packaging Inc • U'LaLa • Vilore Foods Company Inc • Vita-Mix Corporation • X-Press Manufacturing • Yoli, Inc. • *as of February 11, 2005

For an up-to-date list, visit www.expo-comida-latina.com.

EXPO COMIDA LATINA is also taking place in New York and Los Angeles!

September 12-13, 2005
Jacob K. Javits Convention Center
New York, New York

October 9-11, 2005
Los Angeles Convention Center
Los Angeles, California



An allied publication.
www.restmex.com

SPECIAL TRAVEL DISCOUNTS

Make your plans today.

Receive discounted airfare, hotel and car rental rates when you book your travel through Travel Technology Group (TTG) by March 25th. Reservations are accepted on a first come, first served basis. Contact TTG at:

E-Mail: expocomidalatina@ttgonline.com
Phone: 800-803-5804 International: 312-527-7300

SCHEDULE OF EVENTS:

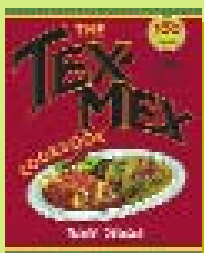
Sunday, April 24

- 10:00am Trade Show Opens
- 10:00am – 11:30am Conference
- 11:30am – 12:30pm Culinary Demonstration*
Michael H. Flores - *Mediterranean Latino*
- 1:00pm – 2:00pm Culinary Demonstration*
Chef LaLa - *Healthy, Authentic, Flavorful*
- 1:00pm – 2:30pm Conference
Bringing Traditional Flavor to Tex-Mex
Jim Peyton
- 3:30pm – 5:00pm Conference
- 4:00pm – 5:00pm Culinary Demonstration
The Heras Family - *El Taco Tote Real Mexican Grill*
Maintaining Consistency in the Foodservice Industry
- 5:00pm Trade Show Closes



Monday, April 25

- 10:00am Trade Show Opens
- 11:00am – 12:00pm Keynote Address FREE!
- 11:30am – 12:30pm Culinary Demonstration
Rene Fernandez - *Nuevo Latino*
- 1:00pm – 2:00pm Culinary Demonstration
Chef LaLa
Latin Holidays = \$\$\$ Potential
- 1:00pm – 2:30pm Conference
Launching a Brand to U.S. Latinas
Karla Fernandez-Parker
- 2:30pm – 4:00pm Conference
- 3:00pm – 4:00pm Culinary Demonstration*
Robb Walsh - *Tex-Mex*
- 4:30pm Trade Show Closes



ACT NOW!

Register today to attend EXPO COMIDA LATINA San Antonio for **FREE**. You'll save \$35 off the on-site registration fee.

TWO EASY WAYS TO REGISTER

Refer to the value code in the yellow box to the right of the mailing label to attend Expo Comida Latina for free.



Online: www.expo-comida-latina.com



Phone: 972-620-3019

Cost to Attend:

	On or Before April 15	After April 15 and On-Site
Trade Show Only	FREE	\$35
Conference Passport*	\$60	\$100
Individual Conference Sessions	\$20 each	\$35 each

*Includes admission to the trade show, Keynote Address, and all five conference sessions.

For event updates, travel information, product & exhibitor lists, and to register, visit:

www.expo-comida-latina.com

...Expo Comida Latina has it all!

2005

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■ Not for use by Exhibitors
■ Not for Sale

Henry B. Gonzalez Convention Center • San Antonio, Texas USA • April 24-25, 2005

EXPO COMIDA LATINA is a trade-only event. No strollers and no one under the age of 18 will be allowed in the exhibit hall. All soliciting on the show floor by attendees is strictly prohibited. Attendees will not be permitted to exit the exhibit hall with excessive product samples.

Cancellation Policy: All show and registration payments are non-refundable.
From time to time, we make your name and address available to other companies whose products and services may interest you. If you prefer not to receive such mailings, please send your name and address to ECL Business Mailing Preference Service, P.O. Box 7437, Portland, ME 04112-7437 USA.

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BADGES WILL NOT BE MAILED

Provide your email address or fax number for express badge pick-up at Expo Comida Latina.



2005 www.expo-comida-latina.com

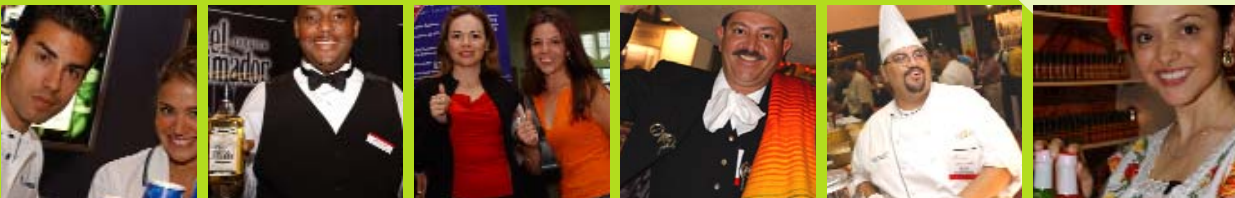
FROM ^{tortilla} SOUP TO ^{Brazil} NUTS

Save \$35! Register today to attend Expo Comida Latina for free!

April 24 & 25, 2005
Henry B. Gonzalez Convention Center
San Antonio, Texas



Hours: Sunday, April 24: 10:00am – 5:00pm
Monday, April 25: 10:00am – 4:30pm



VISITOR INFORMATION GUIDE

...Expo Comida Latina has it all!



Visit www.expo-comida-latina.com
for all the details and to register for free!

- Exhibitors from South, Central and North America so you can source a variety of Hispanic foods and beverages at one time in one place
- Hundreds of products for Foodservice and Retail where you're sure to find new products for your customers
- A Free Keynote Address that will provide valuable insight into the vibrant Latin market
- Culinary Demonstrations with celebrated chefs who will share their tricks of the trade (and delectable samples!)
- A Conference Program that will give you actionable advice on issues affecting your business

...and much more!