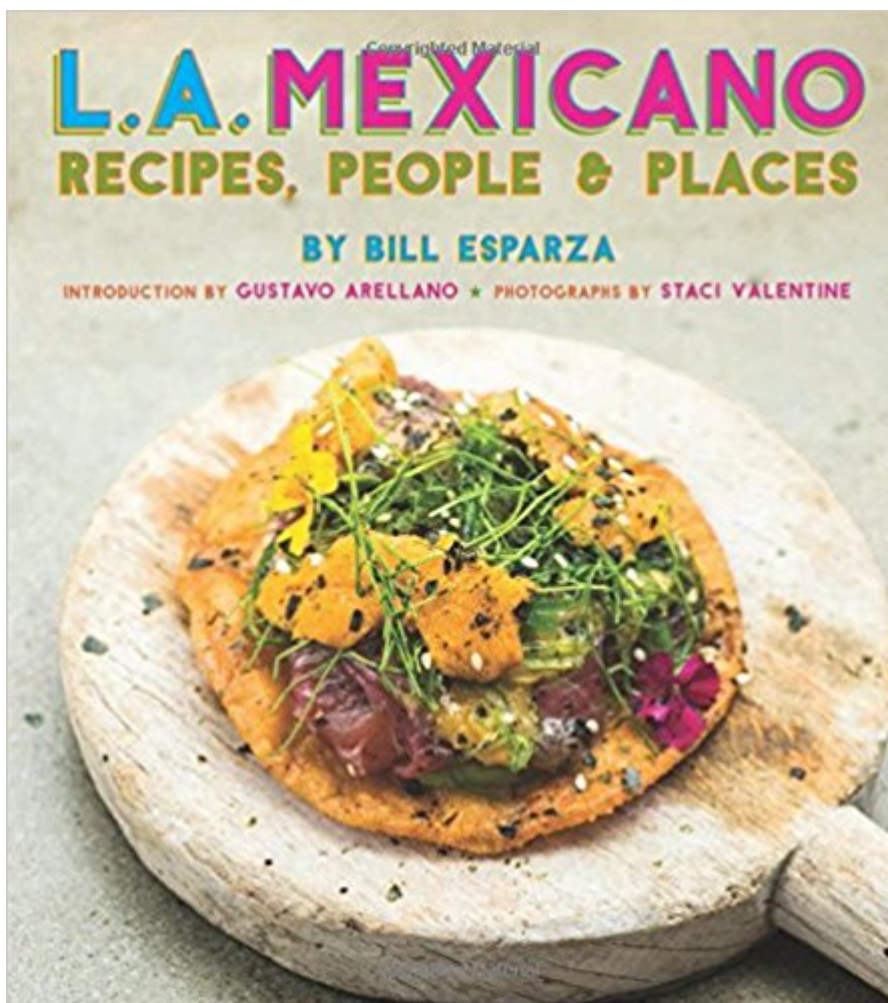


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# L.A. Mexicano



## Synopsis

The celebration of Mexican cooking that food lovers have been waiting for. Richly photographed and authentically local, *L.A. Mexicano* showcases L.A.'s famously rich and complex Mexican-food culture, including recipes, profiles of chefs, bakers, restaurateurs, and vendors, and neighborhood guides. Part cookbook, part food journalism, and part love song to Los Angeles, it's the definitive resource for home cooks nationwide, hungry Angelenos, and food-loving visitors. Features a foreword by Taco USA's Gustavo Arellano and more than 100 photos by Staci Valentine. Bill Esparza is recent winner of a James Beard award for his coverage of the L.A. taco scene in *Los Angeles Magazine*. Considered one of the country's leading experts on Mexican food, the L.A. native curates the annual Tacolandia festival in Los Angeles; writes about Mexican food for *Los Angeles Magazine* and others; appears regularly on CNN, KCRW's radio show *Good Food*; and appears on such television shows as *I'll Have What Phil's Having*, *Bizarre Foods*, and *Top Chef*. A noted saxophone player, Esparza has traveled and eaten extensively throughout Mexico, Latin America, and, of course, Southern California.

## Book Information

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## Customer Reviews

In a world of experts, Bill Esparza is the experts' expert. Here, he has literally written *The Book on Mexican cuisine in our town*. A must for anybody who lives in, or plans on visiting, the best food city in America: Los Angeles. • Phil Rosenthal, host of PBS's *I'll Have What Phil's Having* Bill Esparza's *L.A. Mexicano* is the book I wish I could write. The L.A. dining scene

has exploded in the last decade, fueled by the passion inspired by the Mexican community in Southern California. Esparza knows this world better than anyone, and like all great books about food, it's both a learning adventure and a culinary inspiration for the home cook.

- Andrew Zimmern, Food & Wine contributing editor and host of such Travel Channel shows as Bizarre Foods Celebrated on NPR's Dinner Party Download with Rico Gagliano!"Fascinating and inspirational"
- Evan Kleiman, Good Food, KCRW/NPR"Thanks to the recipes Esparza has gleaned, cooks outside Southern California can duplicate everything from complex mole negro to simple fresh salsas."
- Booklist"Much has been said about the great gastronomic legacy of Mexico: its richness, diversity, and sophistication. From that perspective, Bill Esparza writes about the promising future of the Mexican kitchen in Los Angeles. I could not agree more."
- Enrique Olvera, famed Mexican chef and author of Mexico From the Inside Out" A deep dive into the complex food culture that permeates California's most glamorous city."
- New Yorker" The original tacorazzo, Bill Esparza is one of the staunchest defenders of true Mexican cuisine. He's the first one to call out an impostor and the first one to cry foul when a paisano doesn't get the recognition he deserves. A rare voice you can trust, Bill has done the research, and he selflessly honors the true players in Mexican cuisine with no other intention other than to honor a culture and cuisine that is too often misrepresented. A must in your collection!"
- Marcela Valladolid, host of the Food Network's Mexican Made Easy and The Kitchen and author of Casa Marcela and Mexican Made Easy" L.A. Mexicano is a glowing portrait of a city and the special relationship Angelenos have with Mexican food. It combines the stories behind beloved institutions with insights from cutting-edge chefs, plus all the recipes you've always wanted."
- Patric Kuh, restaurant critic of Los Angeles Magazine and author of Finding the Flavors We Lost

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Worth every minute of my time. Very good recipes and so much information for those who really enjoy Mexican food and its variation of dishes. Well edited.

L.A. Mexicano is really two great books in one. It's a fantastic cookbook, with recipes from some of my favorite restaurants and food vendors in Los Angeles. These restaurants (like Mariscos Jalisco and Taco Maria) greatly expanded my understanding of Mexican food in the US, but I would not have found them originally without Bill Esparza's writing. This book is also a tribute to the people behind the food, with detailed profiles that trace each chef's contributions to LA's incredible and complex Mexican food culture. Since purchasing the book a few weeks ago, I have already cooked several recipes, from simple huevos divorciados to more complex aguachile. Every dish was a hit. I even found my spouse (who is not generally excited about cooking) flipping through the book and bookmarking more recipes to try. I can't wait to work my way through the whole thing. This book is a must for anyone who loves Mexican food, Los Angeles, or both.

Fascinating and educational look at the pervasive and important role that Mexican-Americans and their food play in the fabric of Los Angeles. Excellent.

Excellent book about LA Mexican food culture. Great recipes as well.

Great Book! a must have

I purchased this on a whim because someone I know is related to the author, and because I love cooking and eating Mexican food. This book showcases some of the fine chefs and restaurateurs in the greater L.A. California area. Each person is given their own mini-biography telling how they came to be where they are, doing what they do. We are given an insight into the many varieties of dishes from Mexico and the various areas each dish originated in, as well as how many of the dishes have evolved in L.A. It has taken a long time for the culinary world to discover that which many of us have known all along, Mexican cuisine is a world contender for subtlety and depth of flavor. The recipes shared are all tempting, although many home cooks may not be up to cooking a whole pig head. What this book makes me want to do, more than cooking the food mentioned, is to go live for several months in L.A. so I can visit all the places mentioned and eat my way through the menus! I was slightly put off by the author's bitterness toward the rest of the world and their slow discovery of Mexican cuisine. He has some very cutting remarks for some of the chefs who have tried to waken the larger population to the wonders of this food. While I understand the frustrations, the truth is that it takes a long time for the general population of any culture to accept anything they

are not familiar with, especially when it comes to food. This is not endemic to the American population, it is true of any culture; that they cook with the food and techniques they are familiar with and have known since birth. Sometimes it takes someone with whom they can relate to help them expand their horizons. The book itself is beautiful. The photography is rich with color, and the tortilla page made me want to take a bite! I very much look forward to trying some of the recipes.

The awesome part of this book is that Mr. Esparza writes about the people who created the dishes and restaurants. Their stories are heartwarming. The pictures are great and vibrant. The recipes, even for a non cook like me, look easy to follow and most of them are not intimidating. I'm an East Los Mexican American and this book hits my heart.

interesting stories and great recipes that will make your appetites grow! your mouth salivates and wanting to try your skillz in the kitchen or hit the streets looking for featured Mexicano joints; Bill Esparza makes it easier to navigate the bustling L.A.'s food scenes. Stock up on ur Christmas gifts now!

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