

NEW MEXICO

TASTE THE TRADITION

HOLIDAY LOOKBOOK | 2022



Supporting New Mexico Farmers, Ranchers, and Agribusinesses.



JEFF WITTE

Happy Holiday Season!

As we approach the season of giving, it is the perfect time to reflect and think local. Our state's agriculturalists grow outstanding products. From beef to pecans, from dairy to chile, and from a variety of value products to vineyards, our farmers, ranchers and processors provide quality food, fiber, and agricultural products for everyone to enjoy, near and far.

This 2022 New Mexico Taste the Tradition Holiday Lookbook allows you to explore – or be reminded of – all of the special traditions unique to the Land of Enchantment. I hope you enjoy this treasure that features the tastes and experiences of our endless traditions and helps you discover what you can give to loved ones and serve at your holiday events.

Let's continue to count our blessings this holiday season. No matter what challenges we may face, the New Mexico agriculture spirit remains.

Sincerely,



Jeff M. Witte
New Mexico Agriculture Secretary

NMDA
New Mexico Department of Agriculture



Jeff and Janet Witte

"I hope you enjoy this treasure that features the tastes and the experiences of our endless traditions and helps you discover what you can give to loved ones and serve at your holiday events."



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TASTE NEW MEXICO

Aztec's Salsa
Andele Restaurant
AlbuKirky Seasonings
Black Market Salsa
Cervantes Salsa
Celina's Biscochitos
Chopped Chile Co.
Heart of the Desert Pistachios & Wine
Hot Flash Chile Company
Legacy Pecans
Los Chileros de Nuevo Mexico
New Mexico Sabor
NM Flavors
Ol' Gringo Chile Company

Made in New Mexico

BeHempful
Case's Customs
Colkegan Whiskey
LavenderX (The Lavendar Farm)
Wethington Holistic Arts

Made possible by

NMDA

New Mexico Department of Agriculture





NEW MEXICO HOLIDAY TRADITIONS

New Mexico, rich with Spanish and Mexican history, has helped shape and mold the holidays in our state as we know it today.



Champurrado

While most Americans drink hot cocoa during the holidays, New Mexicans can't get enough of champurrado. Champurrado is a chocolate-based warm and thick Mexican beverage, prepared with either masa de maíz, masa harina or corn flour; piloncillo (unrefined sugar); water or milk; and occasionally containing cinnamon, anise seed, or vanilla. This holiday favorite beverage is usually served alongside tamales during Christmas dinner.



Chile Ristras and Chile Wreaths

The ristra (string of chile pods) originated as a method of drying and preserving chile pods for future use in cooking. Every fall, after the chile harvest is over, bright red ristras are seen everywhere in New Mexico, displayed on homes and roadside stands.

Luminarias or Farolitos

Depending on which part of New Mexico you're from, luminarias (southern New Mexico) or farolitos (northern New Mexico) light neighborhoods during the holidays. More commonly called luminarias, these little lanterns consist of a candle set in a small paper bag weighted with sand.



Tamales, Posole and Biscochitos

True New Mexicans know tamales, as well as posole and biscochitos, are holiday staples in the southwest at family gatherings. The family table just isn't the same without these tasty, must-have New Mexico treats. Posole, which literally translates to "hominy," is a traditional soup or stew made with hominy, meat, red chile, onion, and garlic. The Mexican soup is craved by many families during the holidays. Tamales have either green chile chicken or traditionally red chile pork. After you're finished munching on some tamales and posole, try some biscochitos. Many argue there's nothing more New Mexican than biscochitos. Noted as the state's official cookie in 1989, biscochitos are a crisp lard based cookie flavored with cinnamon and anise.



Tumbleweed Snowmen

For many across the country, Christmas means snow and building a snowman on your front lawn — but many New Mexicans know that only some regions in the state actually get to see snowflakes fall. For this reason, New Mexicans get creative and build snowmen made from tumbleweeds. An infamous 11-foot tumbleweed snowman can be seen each year in Albuquerque on Interstate 40 near the University exit.



Las Posadas

This Mexican tradition has been celebrated for hundreds of years and tells the story of the nativity of Jesus. The celebration typically lasts for nine days (called the novena) during the Christmas season, beginning Dec. 16 and ending on Christmas Eve. During posadas, two people dress up as Mary and Joseph in a reenactment of the anticipation of the birth of Jesus at the inn in Bethlehem surrounded by barn animals and the three wise men. Posadas are usually performed at a church or even someone's home. After posadas, celebrants usually have a party to celebrate the birth of Jesus.



*"Don't judge each day by the harvest you reap
but by the seeds that you plant."*

Robert Louis Stevenson



1 ALBUKIRKY SEASONINGS

Purveyors of BBQ sauces, spices, and rubs made with New Mexico chile.

Duke City Sweet BBQ Sauce

Green Chile Rub

Casa Seasoning

Red Chile BBQ Rub

1

2



3



4



5



6



2. Heart of the Desert Red Chile Pistachio Brittle 3. Legacy Pecans Cinnamon Pecan Ground Coffee
4. Moses Gourmet Green Chile Honey 5. Legacy Pecans Raspberry Pecan Sauce
6. Heart of the Desert Pistachio Cookie

1

BLACK MARKET SALSA

New Mexico's finest
fire-roasted salsa.

Belligerent Batch
Fire Roasted Salsa

1



2



3



4



2. Los Chileros Blue Popped Popcorn
3. Celina's Biscochitos New Mexico's State Cookie
4. Hot Flash Chile Co. Hot Roasted Green Chile Butter



5

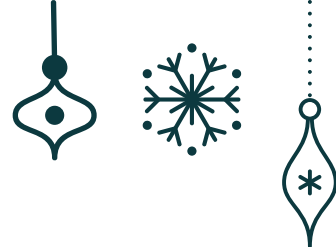
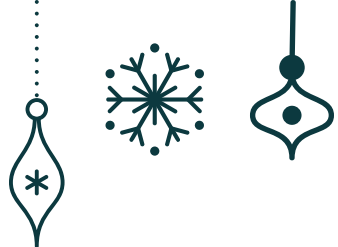


6

7



5. NM Flavors Hot & Spicy Red Chile Potato Chips 6. Legacy Pecans Buttery & Soft Pecan Brittle
7. ¡Anacle! Restaurante Traditional Salsa / Tomatillo Jalapeño Salsa



"It feels good at the end of the day to know you made a product that other people are going to enjoy."

Jericho Sanchez



1

- Hot Green Chile Salsa
- Medium Jalapeño Salsa
- Medium Green Chile Sauce
- Hot Red Chile Sauce
- Flame Roasted Chopped Green Chile



2. Heart of the Desert Piñon Coffee 3. Legacy Pecans Pecan Trail Mix
4. Desert Gardens Chipotle Seasoning 5. Ol' Gringo Hot New Mexico GOLD Salsa

1

MOSES BRAND

Natural 100%
Pure Raw Honey.

Green Chile Honey

Red Chile Honey



1



2



3



4

2. Legacy Pecans Roasted & Salted Pecans 3. Desert Gardens Green Chile Cornbread
4. Los Chileros Blue Corn Waffle & Pancake Mix



1

CHOPPED CHILE CO.

Deliciously addicting flame roasted Hatch chile with healthy ingredients.

Medium Hatch Red Chile

Hot Hatch Red Chile

Medium Red & Green Hatch Chile Blend

2



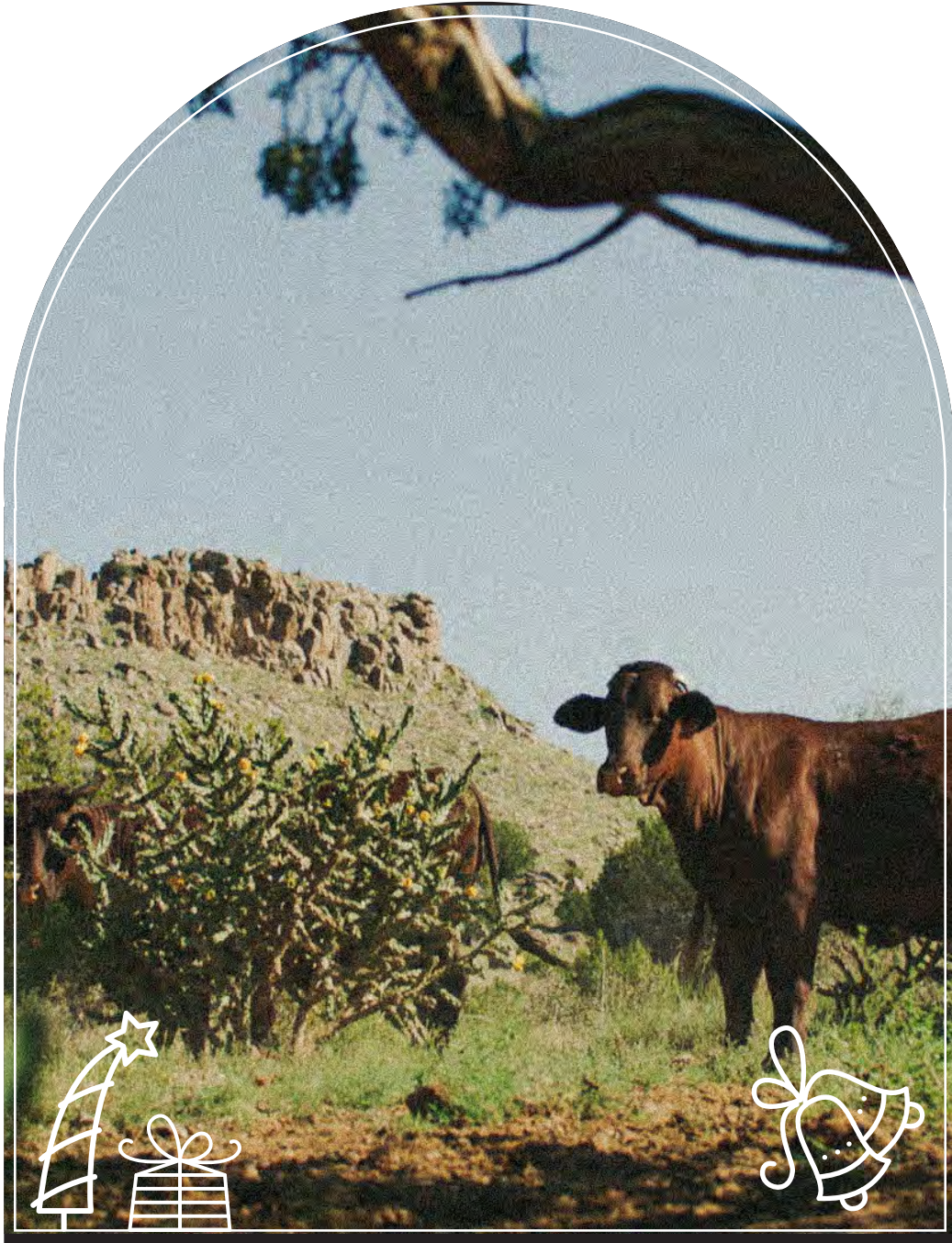
2. Los Chileros White Corn Posole
3. NM Flavors Hot & Spicy Red Chile Corn Chips
4. Aztec's Sotelo (authentic mexican salsa) / Pueblo (traditional jalapeño salsa)

3



4





"Our deep respect for the land and its harvest is the legacy of generations of farmers who put food on our tables, preserved our landscape, and inspired us with a powerful work ethic."

James H. Douglas, Jr.



OL' GRINGO

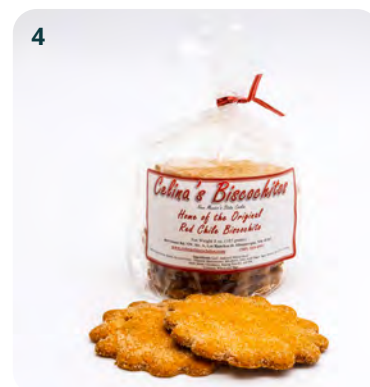
Producing Hatch chile cooking sauces and salsas.

Medium New Mexico Salsa

Medium New Mexico GOLD Salsa

Gourmet Green Chile Sauce

Gourmet Red Chile Sauce



2. Heart of the Desert Salted/Roasted Pistachios 3. New Mexico Sabor Authentic Salsa with Hatch Green Chile
4. Celina's Biscochitos Red Chile Biscochito 5. Legacy Pecans Assorted Chocolate Covered Pecans
6. Los Chileros New Mexico Red Chile Powder

1

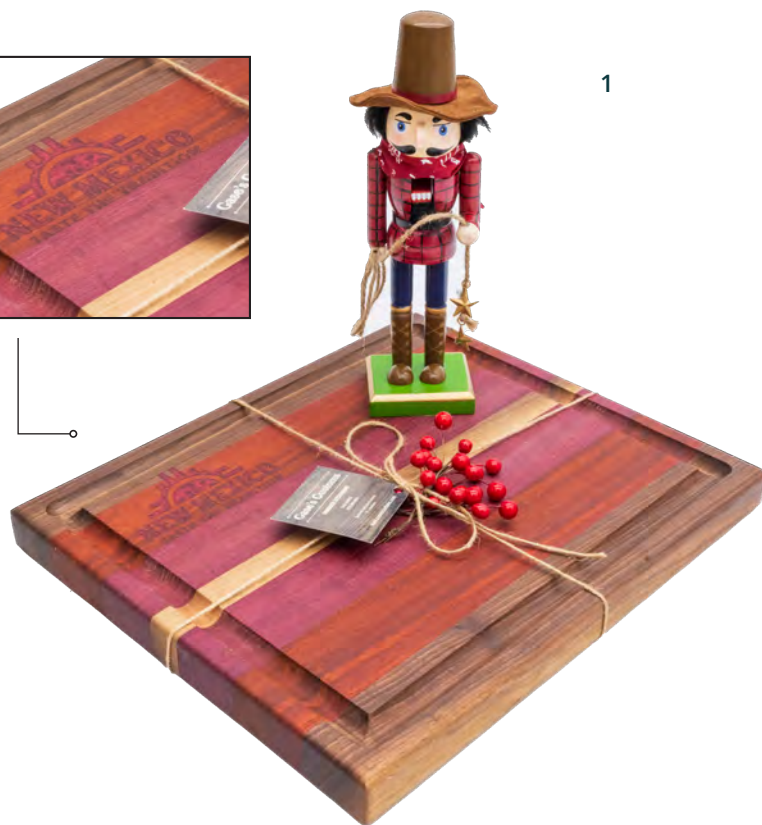
CASE'S CUSTOMS

Nothing says "I love you" more than a custom engraved cutting board for the chef in your life.

Straight Grain Cutting Board

End Grain Cutting Board

Epoxy Charcuterie Board



1

2



2. Wethington Hollistic Arts Arthritis Relief / New Mexico Green Chile Salve

Campfire

MADE IN NEW MEXICO 21

WITH COLKEGAN SINGLE MALT WHISKEY

Ingredients

- 2 oz Colkegan Whiskey
- 1/2 oz lime juice
- 1/2 oz maple syrup
- ginger beer

Instructions

- In a cocktail shaker filled with ice, combine the Colkegan Whiskey, lime juice and maple syrup.
- Shake and strain into a rocks glass filled with ice.
- Top with a good ginger beer
- Garnish with a citrus wedge



LAVENDERX

Locally-grown lavender infused into high performance skincare merging modern medicine with beauty for relief of many of life's ailments.

Every jar/bottle has a touch of modern medicine without the need for a doctor's visit to provide high performance relief from pain, eczema, acne, stress, etc.

Wrinkle Cream

**CBD+Lavender
Pain Relieving Cream**

Black Ice Sugar Scrub

Body Lotion

**Weekend Warrior Extra
Strength Pain Cream**

Lavender Sachet





BEHEMPFUL

Behempful was created on the basis that CBD extract consumers deserve high-quality products, grown with organic practices, that are delicious, effective and can be applied or consumed in a variety of ways (tinctures, topicals, edible gummies and premium CBD flower). High quality products and innovative manufacturing methods set Behempful as an industry standard, creating great-tasting hemp extract products consumers love. Many lower quality CBD products have an oily or waxy taste. Customer testimonials comment on the preferred flavor and effects of Behempful CBD hemp oil and our hemp CBD products.

CBD Gourmet Gummies

CBD Infused Lavender Body Lotion

Full Spectrum Sleep Formula Bath Salt

CBD Balm Relief (AM/PM)

CBD+Lavender Infused Lip Butter

CBD Oil Tinctures (Various Flavors)

CBD Pet Tincture

CBD Honey

Craft Hard Candy

CBD Infused Chocolate Bite

CBD Flower



BUNDLES OF JOY

Treat yourself and everyone you love



Heart of the Desert Red Chile Pistachio Brittle / Roasted & Salted Pistachios / Piñon Coffee / Pistachio Coffee / Pistachio Cookies
Desert Gardens Green Chile Corn Bread / Chipotle Seasoning



Los Chileros Southwestern Molé Mix / Blue Popped Popcorn / White Corn Posole /
 Blue Corn Waffle & Pancake Mix / New Mexico Red Chile Powder



Legacy Pecans Glazed Pecans / Peach Pecan Sauce / Pecan Trail Mix / Pecan Brittle / Dark Chocolate Pecans / Cinnamon & Vanilla Pecan Roasted Coffee/ Roasted & Salted Pecans / White Chocolate Pecans / Raspberry Pecan Sauce



New Mexico Sabor Salsa Verde / Hot & Medium Hatch Green Chile Authentic Salsa / Chipotle Honey Salsa

HAPPY HOLIDAYS!

Thank you for supporting New Mexico agriculture



Colkegan Single Malt Whiskey AlbuKirky Casa Seasoning NM Flavors Hot & Spicy Corn Chips Moses Brand Gourmet Green Chile Honey
Heart of the Desert Red Chile Pistachio Brittle / Pistachio Toffee / Pistachio Cookie / Piñon Coffee
Legacy Pecans Raspberry Pecan Sauce Desert Gardens Green Chile Corn Bread



Heart of the Desert Salted & Roasted Pistachios Legacy Pecans Pecan Trail Mix / Assorted Medium Tin
Celina's Biscochitos New Mexico's State Cookie Los Chileros Blue Popped Popcorn



READY TO BECOME A MEMBER?

Through our marketing efforts at the New Mexico Department of Agriculture (NMDA), we have found that strong traditions form a common thread across all New Mexico agricultural products. Whether it's salsa, sopapilla mix, wine, green chile beef jerky, cheese, a blanket woven with New Mexico-grown wool, plant stock grown in a local nursery, or seed stock from one of our many cattle ranches, all New Mexico agricultural products have a history steeped in family traditions worth emphasizing and celebrating!

This is why NMDA created the NEW MEXICO—Taste the Tradition® and —Grown with Tradition® Logo Program in 2000. While the main intent of using these logos is to promote New Mexico products and identify them as grown or made in the state, the program has become so much more.

For more information visit
elevatenmag.com



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