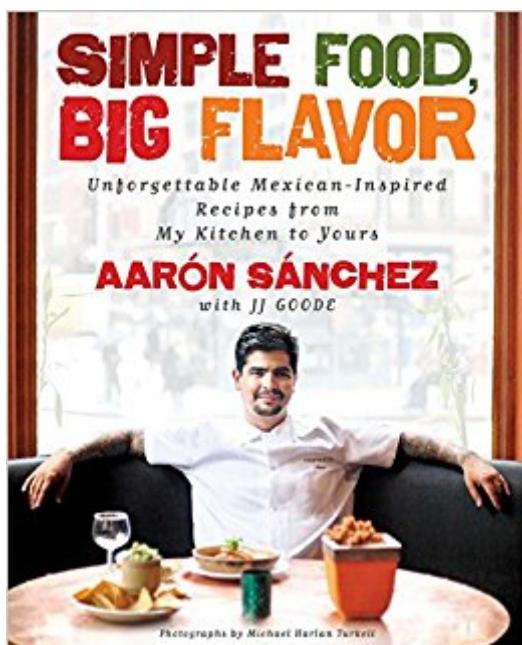


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# Simple Food, Big Flavor: Unforgettable Mexican-Inspired Recipes From My Kitchen To Yours



## Synopsis

From Aarón Sánchez, chef, restaurateur, co-star of Food Network's *Chopped*, and host of Cooking Channel's Emmy-nominated *Taco Trip*, comes a fabulous, Mexican-inspired cookbook themed around fifteen unforgettable flavor bases. Aarón Sánchez's passion, commitment, and creativity have placed him among the world's leading contemporary chefs. In *Simple Food, Big Flavor*, he brings us more than seventy-five fun and accessible recipes for home cooks of all skill levels. Rather than overwhelm with complex, intimidating dishes, Sánchez starts small, showing how one simple but amazing base recipe—think Roasted Tomato Salsa, Cilantro-Cotija Pesto, and homemade Dulce de Leche—can become many fantastic dishes. Take Garlic-Chipotle Love, a blend of roasted garlic, canned chipotles in adobo, cilantro, and lime zest that keeps in the fridge for weeks or the freezer for months. With this in hand, you're just a few steps away from mouthwatering dishes like Chipotle-Garlic Mashed Potatoes, Bean and Pumpkin Picadillo, and Mussels with Beer and Chipotle. Sánchez also provides detailed yet easy tips for using each sauce in everyday meals, whether you spread it on hamburgers, turn it into a marinade for easy grilled chicken, or stir in a little oil and lime for salad dressing with a kick. With his warm and engaging style, Sánchez equips home cooks with the skills and knowledge they need to come up with their own simple, flavorful meals every night of the week. Your kitchen will be en fuego!

## Book Information

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## Customer Reviews

Ã¢ “AarÃfÃ n SÃfÃjnchez is one of America’s best Latin chefs. His knowledge and passion for authentic Mexican dishes and traditions shines through in this beautiful book. Perfect for the home cook!Ã¢ • (Marcus Samuelsson, author of *New American Table*, chef-owner of Red Rooster Harlem, and founder of FoodRepublic.com)Ã¢ “AarÃfÃ n welcomes you into his kitchen and shares his rich Mexican traditions and dishes with home cooks around the world. Informative, inspiring, and user-friendly. The flavor foundations in each chapter that allow you to create hundreds of recipes are pure culinary gold.Ã¢ • (John Besh, author of *My Family Table*, host of John Besh’s *New Orleans*, and chef-owner of Besh Restaurant Group)Ã¢ “AarÃfÃ n SÃfÃjnchezÃ¢ “â,çs flair for living lives in his food. The recipes in *Simple Food, Big Flavor* are filled with passion, humility, unbridled love, and respect for his culture and family.Ã¢ • (Roger Mooking, coauthor of *Everyday Exotic: The Recipes* and cohost of *Heat Seekers*)Ã¢ “AarÃfÃ n brings his effortless, sexy style into your kitchen with these quick, easy and mindblowingly delicious recipes. His how-to tips come in real handy, too, making this book an absolute must-have for your culinary library. My only complaint was my uncontrollable craving for a frozen margarita while I tried the recipes...I may have to head over to Centrico for one of those!Ã¢ • (Daisy Martinez, author of *Daisy: Morning, Noon, and Night*)”SÃfÃjnchez presents 15 ‘magical’ culturally inspired Mexican sauces, pastes, toppings and salsas. To each, the author adds an explanation of how they are best incorporated into dishes, alongside suggestions for alternate uses that leave home chefs a lot of room to mix, match and substantially shake up the dinner table...For SÃfÃjnchez fans and those unafraid to fire up their taste buds like a pro.” Ã¢ “â •Kirkus Reviews (Kirkus Reviews)Ã¢ “An inspiring and concise take on Mexican cuisine.Ã¢ • (Publishers Weekly)”Though there are only 15 sauce/puree/paste recipes, the ideas for using them and the tips he offers in his witty voice are what make the book especially valuable...you’ll be on your way to what Sanchez calls a ‘whoa’ moment.” (Chicago Tribune)

AarÃfÃ nÃ ª SÃfÃjnchezÃ ª is chef/partner of Johnny SÃfÃjnchez, with locations in Baltimore and New Orleans. He isÃ ª the co-star of Food NetworkÃ¢ “â,çsÃ ª hit series, *Chopped*,Ã ª and the host of Cooking ChannelÃ¢ “â,çsÃ ª Emmy-nominatedÃ ª *Taco Trip*. He is also the host ofÃ ª two Spanish-language TV series on FOX Life:Ã ª *3 Minutos* conÃ ª AarÃfÃ nÃ ª andÃ ª *MOTOCHEFS*. The son of celebrated Mexican cooking authority Zarela Martinez, AarÃfÃ nÃ¢ “â,çs passion, commitment and skills have placed him among the countryÃ¢ “â,çs leading contemporary Latin chefs. He lives in Manhattan with his wife, singer/songwriter Ife Sanchez Mora, and two children.JJ Goode has written about food and travel

for The New York Times, The Wall Street Journal, Gourmet, Saveur, Bon AppÃ©tit, Food & Wine, MenÃ¢s Vogue, Details, and Every Day with Rachael Ray. He has co-authored several cookbooks, including Pok Pok: Food and Stories from the Streets, Homes, and Roadside Restaurants of Thailand with Andy Ricker, A Girl and Her Pig with April Bloomfield, Truly Mexican and Tacos, Tortas, and Tamales with Roberto Santibanez, and Morimoto: The New Art of Japanese Cooking with Masaharu Morimoto. He and his wife live in Brooklyn. Michael Harlan Turkell is a once-aspiring chef and now freelance photographer. Based in Brooklyn, he is the former photo editor of Edible Brooklyn and Edible Manhattan, and documents the working lives of chefs with his award-winning "Back of the House" project. Michael's work has garnered industry awards and has been published in an array of magazines and books. He also hosts a show on HeritageRadioNetwork.com called "The Food Seen," which touches on the intersections of food and art.

Most innovative cookbook I've come across, with the whole thing built around a series of salsas and condiments. Each condiment is the key ingredient in several recipes. The directions are clear, the book is very visually appealing, and so far all the recipes we've tried are delicious. A very different take on the usual Mexican cookbook. No wonder Sanchez is a superstar chef!

If you like Latin American food you will love this book. Chef Aaron Sanchez puts his own twist on some classics like the Argentine Chimichurri sauce (an instant hit at both the neighborhood taco night and lunchroom table at work) and salsa verde, among others. Laced with personal stories and notes, the instructions are not dry or boring as some other cook books can be. And the book is true to its name, these recipes are simple and do not require a ton of ingredients, but they really pack a punch! Easy enough for a weekday, exciting and flavorful enough for a weekend, this book has become a go-to in my kitchen.

I am a fan of Aaron's Food Network shows. I have been wanting this book and finally got it. I am not Mexican, but enjoy the cuisine. The recipes are easy to make, but because I'm new to Mexican cooking, I'm trying out one recipe at a time. So far I am loving it! More power to you, Aaron (and more cookbooks too)!!!

This cookbook is fun! It is completely engaging and makes the cooking easy! I love how it helps you

build up your expertise. This kind of food makes my family incredibly happy!

When I read that Aaron was coming out with a new cookbook, I was so excited. I have watched him on the foodnetwork for the last few years. I knew his food would be amazing, and it is! I have made several recipes and they all are delicious. I made the Garlic-Chipotle Love sauce first, and it was so much more than I expected from so few ingredients. I have made his 'garlic love' sauce 5x now. I use it in a pot of beans, chicken, beef and fish, it has such rich deep flavors, it's so delicious. Next, I made the Cilantro-Cojita Pesto, I died and went to food heaven, it's that good! It is so delicious on pasta, and on his recipe Chiles Rellenos with Vegetable Picadillo. Then I made the Smoky Black Bean Sauce, OMG this is to die for good! I also made the Mussels with Beer and Garlic-Chipotle Love, the broth is soooo good. It was the first time I have had mussels, and they were ok, but I probably won't have them again, but the broth recipe used to make this dish was excellent. Once in a while I come across a recipe that will be a family favorite, one that makes your life more enjoyable and makes you feel alive by the wonderful flavors. With Aaron's 'Simple Food Big Flavor' cookbook, I have found that, I thank you Aaron, you rock dude! Highly recommend!

I loved that this is written like you're having a conversation with a friend. While everything is spelled out simply, it doesn't come across as instructed. I can't wait to hit the market tomorrow.

I've cooked almost all the recipes in this book. Aaron's chorizo....yummeeeeeee! My favorite so far! Love everything I've cooked. Thanks for sharing, Aaron!

LOVE THIS BOOK!!! Anyone who aspires to learn Mexican cooking or just loves big flavor needs to own this book. Garlic Love, Roasted tomatillo Salsa and Arron's Adobe are worth price. I've used the Adobe on Pork tenderloin and chops, cooked over charcoal and stove top, it has become my go to rub. The title literally say's it all.

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