

### Tabasco talk

How Guamanians like their hot sauce



## 'Pika' po

### When it comes to spiciness, Guam doesn't mess around

Guam has perfected "pika" - Chamorro for that spicy red-hot kick. So prevalent is the penchant for pika here that the word can be found everywhere from Pika's Café (famed for its Chamorro-fusion food) to Pika Magazine ("A guide to spice up your life") to myriad of local recipes like "monnok kadon pika," or spicy chicken stew.

This island delights in "donne," or peppers, so much that it boasts its own indigenous boonie pepper, has more local dishes that use them



than you can shake a stick at, and hosts an annual festival in honor of the almighty pepper. What's more, Guam has been the pride and proving grounds of a couple of big-name pika peddlers. In short, when it comes to spice, Guam is hot.

The real proof, however, lies in the aftertaste test, and the common condiment for Guamanians comes with a kick. You can find hot sauces in every home, on every table,

at every barbeque and in local restaurants, lunch boxes and even a purse or two. The island's signature dipping sauce – "finadene" (pronounced fin-ah-den-ee) – is a spicy homemade staple.

Just how much do Guamanians love hot spicy foods? Consider this: Guam placed No. 1 for per capita consumption of Tabasco hot sauce out of more than 165 countries at the 2013 Tabasco Brand Sales and Marketing Conference for the Asia-Pacific Region in Phuket, Thailand.

On average, Guamanians consume almost two 2-ounce bottles of Tabasco per person annually, according to Michelle Bengco, a sales director for Market Wholesale Distributors, Inc. which distributes

the product on Guam. Mmainland America placed a distant second with a consumption per capita of just 0.75 ounces per person - five times less than Guam.

"If you ask anyone in Guam why they love tabasco the common answer is because it gives a kick on spice and flavor in any meal," said Bengco. "It is very common for Guamanians to carry along a small bottle of tabasco in their purses and have an emergency bottle in their cars.

"Chamorro's love hot and spicy

flavors that are added on before eating, not during the process of cooking," he added. "Guam's fixation with Tabasco is believed to have started during Word War II when the Americans brought it over to Guam as a flavor kicker."

Guam's love of the world-renowned hot sauce may be rivalled only by its taste for Spam. It's something Tabasco and Spam took into account when they united to create a line of Hot & Spicy Spam products that bear the logos of both companies. Now sold worldwide, the product debuted right here, "where America's day begins" and came with a recipe for Spam fried rice from Guam-based Shirley's Coffee Shop, according to Bengco.



Market Wholesale Distributors, Inc. took a survey of some of the most popular ways on island to consume America's favorite

can't make the perfect fried rice without the dynamic duo: Hot and Spicy Spam and Tabasco.

As an ingredient in barbecue marinade used marinate including everything chicken, beef, fish, sausage, pork, oysters, and more. (The basic marinade is soy sauce and lemon or vinegar with tons of onions, garlic, and black pepper. From there, everyone adds their own special ingredients and tabasco tops the list.)

As an ingredient kelaguen - A popular dish at fiestas and elsewhere that consist of meat, fish or seafood cooked entirely or in part in lemon or other citric juice.

Tabasco with (canned) corned beef and cabbage - a muchlived local dish of corned beef stir fried with cabbage and a dash of Tabasco. And why not ...





# TABASCO CHICKEN FRIED RICE

#### Ingredients

 Chicken breasts, cut into thin strips Soy sauce (or fish sauce)

Olive oil

Onion, chopped Garlic clove, finely chopped

Egg, lightly beaten

Sugar

TABASCO® brand Garlic Pepper Sauce

Rice, cooked

Frozen green peas, thawed

Scallions, chopped

#### Measure 3 ea.

2-3 Tbsp 2 Tbsp.

1 ea. 2 ea.

1 ea. 1 Tbsp.

1 tsp. 3 cups

1 cup 4 ea.

#### **Directions**

1. Place chicken in a small bowl and toss with soy (or fish) sauce.

2. Heat a large skillet medium-high over heat. Add the oil and then the onions and cook 3 minutes. Add the garlic and cook another minute.

3.Add chicken, reserving the soy (or fish) sauce. Let the chicken cook

until just starting to brown; then add the egg and соок тог зи seconds.

4. Add the reserved soy (or fish) sauce, sugar, TABASCO® Garlic Pepper Sauce and rice. Stir in the green peas and cook for 1 minute until the peas are heated through.

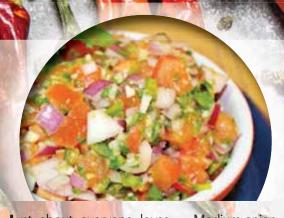
5. Stir in the scallions and serve with additional soy sauce.

- Tabasco Foodservice









### Pico de Gallo Salsa the perfect BBQ compliment

ust about everyone loves to spice up their BBQ. This Pico de Gallo salsa will do just that for you. It has the excellent flavor and heat that will get your mouth watering and • 3 cloves Garlic, minced keep it there.

Here is the recipe for this utterly delicious salsa...

#### Ingredient:

- 4-5 Fresh red tomatoes (roma), diced (depends on size)
- 3 Fresh jalapenos, finely diced but not minced (burn the peppers first, brings out the flavor and heat)
- 1/2 bunch Fresh cilantro, lime. coarsely chopped (approx 3
- 1 small Onion (red) diced, ½

Medium onion

- 1-2 Tbsp Lemon juice or lime juice, freshly squeezed (I usually find the juice from 1/2 of a lime is sufficient)
- Salt to taste

#### Instructions:

Combine all ingredients and marinate for at least one hour to allow juices and flavors to combine.

Taste and adjust any ingredient you like.

Chill before serving.

Garnish with a sprig or two of cilantro and a wedge of

Here is how you "burn" the Jalapeno peppers....

• Rinsed and ready to burn.

- 2 Keep turning to obtain an even burn.
- Sinished product. At this point you can cut lengthwise and take out the membrane and seeds if you like. I leave the peppers whole.
- The peppers are finely diced but not quite minced. I find this size a little bit "friendlier" in that no one gets a larger piece of pepper that may be too hot. But again, this is up to you. Your finished salsa should look something like this. All that is left now is something to spread the salsa over. And that, my friends, is your department!!!!











## A Taste of Guam





### Add a little flavor to your KFC Hot Wings

Howdy folks! Colonel Sanders here! For all you KFC Hot Wing lovers, I am excited to introduce my new KFC Hot Wing Flavors: Buffalo and Honey BBQ! Tasty! Tasty! Tasty! Are you getting hungry yet? Me, too! So, what are you waiting for? Time to order up some KFC Hot Wings. Try them yourself in my KFC wing deal with fries and a drink or share them with family and friends with our 18- or 30-piece Hot Wing bucket! It's buffalo and honey BBQ finger lickin' good!

**RESTAURANT INFO**