

CHEF'S NOTES

A warm welcome to 2012!

A new year brings hope, exciting possibilities for the year ahead – and a **CHANCE TO WIN.**

The dream of Frida for us began four years ago, and with the beginning of this New Year, we want to hear about your most FANTASTIC and memorable time at FRIDA.

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January's menu celebrates the Yucatan. I was most fortunate to spend the Christmas holidays with my family for a reunion in Merida. And with the intrigue of ancient Mayan prophecies for 2012, it is only fitting we start the year off with a dedication to the beautiful and mystical state of the Yucatan.

For those of you who have not had the pleasure to enjoy time in the Yucatan, it's much like the Wild West (even though it's located on the east side of Mexico). Surely it is wild to me, likely from my impressionable and lively teenage years living in Merida, but moreover it is because of the people, the influences and the culture. It is set apart from the rest of the country, by its language, ingredients, and dishes which all are strongly influenced by the Europeans and Mayans.

We spent many days over the holidays, crowding around the kitchen table devouring local dishes, and relishing in old family stories. The favourites I grew up on tasted even more special this time around. We'd buy cochinita pibil roadside in the morning, enjoy frijol con puerco (Yucatan's version of pork and beans) for lunch, and polish off the evening snacks of panuchos and salbutes. (Pre-cooked tortillas garnished with shredded chicken, lettuce and onions; panuchos offers refried beans inside the tortilla – a delicious treat.) While the food is an essential part of every family get-together, the real fun over the holidays truly happens each Christmas eve when everyone stays up all night to enjoy the fiesta - even my abuelita saw the sun come up with us! Salud!!

As I reflect on the magic of the Yucatan, I am left wondering if the Mayans will be right, will 2012 be the end of the world as we know it or is the dawning of a new age upon us? All I know is that you better not chance it – and get to Frida to try our featured January menu before its too late!

With warm regards,

Jose Hadad, Executive Chef
jhadad@fridarestaurant.ca

frida
RESTAURANT & BAR

DISH & WIN !

We will be giving away **three \$100 gift certificates** to our TOP three guests' stories. Just tell us about your favourite time at FRIDA's. If you read a guest's story you think is awesome then LIKE it to let us know.

TO ENTER, simply share your story on our facebook page:
facebook.com/fridarestaurant.

Contest closes March 1st, 2012 and winners will be announced then.
Full contest details posted on our facebook page.

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JANUARY

999 Eglinton Ave W.
416.787.2221
reservations@
fridarestaurant.ca

Twitter @fridarestaurant
Facebook.com/fridarestaurant

frida

RESTAURANT & BAR

By Executive Chef Jose Hadad

JANUARY

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Celebrating
the
Yucatan

1st Course

Panucho de Pavo en Relleno Negro 10

Stuffed tortilla with black beans and hard-boiled egg and topped with braised turkey in dried yucatecan peppers and spices and white onions in epazote

Sopa de Lima Yucateca 8

Subtle spiced light chicken broth with Yucatan spices, pulled chicken, crisp tortillas and lime

Mains

Shrimp Ajillo 23

Slowly poached jumbo shrimp in crisped garlic, guajillo pepper flakes, olive oil and lime juice on a bed of rice and quickly sautéed spinach

Cochinita Pibil Torta 14

Slowly braised pork in achiote and citrus with red encurtida onions on French bread and side salad

Dessert

Caballeros Pobres 7

Bread pudding Yucatan style with clove and cinnamon and a warm pear jam

2012