



Don't Touch My Tostones™. Well, Not on TV. Tostobueno® LLC Takes the Latin French Fry Mainstream and It's Cause to Celebrate During Nat'l Hispanic Heritage Month

Tostobueno® LLC is the first company to manufacture high-end ethnic kitchenware in eco-friendly bamboo, and the company is currently adding The Sexto, in eco-friendly bamboo, to its The Ultimate Tostonera® line. With The Sexto the chef can make six plantain cups or toston chips at once. And Tostobueno® is not the only company with Hispanic on the brain; mainstream TV seems to be jumping on the Hispanic bandwagon. And this is good for all things Hispanic. But first -- a little Plantain knowledge.

New York, NY, August 20, 2007 --(PR.com)-- Tostones are Patacones are Tachinos are Plantain Chips. In the end, it just depends if it's a Dominican, Cuban, Colombian or Puerto Rican home serving what can be considered the Latin equivalent of the American French Fry. Tostones--sliced fried green plantains, smashed and refried--are served in many Latin homes for lunch and/or dinner up to three, four times a week. It's tradition. "Everyone becomes a child when presented with a toston," said Chef DonClark, Ambassador of Plantains™. "The toston speaks to the reverence that Latinos have when it comes to their food and certainly their family, and when you put the two together, fun is never far behind."

Evolution of a Toston? Well ... Hardly. Why? Time Consuming to Make Until now. After four years of studying the tostonera, on June 26th, 2006, Chef DonClark was issued a design patent on Tostobueno, The Ultimate Tostonera®. And with that, Chef DonClark gave the plantain a culinary life beyond the toston. Now there are plantain cups or "rellenos" with a choice of savory or sweet toppings, delicious stuffed plantain pockets or the toston sandwiches with pernil.

Chef DonClark is right on time since "Hispanicness" is "muy caliente" at the moment in mainstream media. This time it's not just Crocket and Tubbs in their Michael Mann best, fighting crime on South Beach. There's Shakira and her sensual Latina earthiness. And the beautiful Ugly Betty brought to America by Salma Hayek. How about that Mojito commercial, hips gyrating to the beat of the bartender smashing away at the mint. Or The Food Network with Simply Delicioso. Even Goya commercials have gone mainstream. And then, there is Burn Notice, the sizzling hot, new show on USA Network. Picking up right where Miami Vice left off. It's the same typical getting in and out of trouble, but with the show's sexy star occasionally stopping for his shot of Café Cubano. You can see the pastelitos. And all those little Cuban "antojitos" (snacks) that makes a South Florida coffee break so "rico."

Get Your Cup On

Tostones or a toston cup with caramelized apples, walnuts and whipped cream cannot be far behind. It's the plantain meets the apple pie. Assimilation at its best.

For Nat'l Hispanic Heritage Month, starting 09/15, lets all walk down the ethnic food aisle. Chef DonClark, Ambassador of Plantains™, lets people create a new twist to an old favorite in minutes.

###



Contact Information:

Tostobueno LLC
Annette E Alvarez
917.689.8459
annettealvarez@yahoo.com
www.Tostobueno.com

Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/49253>

News Image:

