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NEWS RELEASE

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A Guide to Licuados

Few outside California's Latino communities have ever tasted a Licuado (pronounced lee-kwa-doh) – but this fresh fruit and milk-based Latin beverage is popping up on restaurant menus across California. A guide to the best Licuados in the state will be released later this month as a way to share this long-standing Hispanic tradition with non-Latinos. Compiled by the California Milk Processor Board (CMPB), the directory – A GUIDE TO CALIFORNIA'S BEST LICUADOS – features 105 Licuado bars, cafés, restaurants and family-run grocery stores from 56 California cities. “These aren't places the average Californian would know about,” says Jeff Manning, executive director of the California Milk Processor Board (CMPB).

“They're really some of California's most interesting and authentic Licuado venues.” The guide takes readers from Chula Vista near the Mexican border to California's Northern town of Chico – and 54 cities in between – to experience the variety of Licuados available. A big seller at Hollywood's Juice Fountain – a trendy local hangout – is a fresh strawberry concoction known as the “Pink Cloud.” Other places, like East LA's Sonora Bakery serve more traditional Licuados using mangos and papayas. Beginning June 30th, the guide can be downloaded free-of-charge by logging onto <http://www.gotmilk.com/>. As of July 1st, hard copies can be purchased by sending \$4.00 to:

“Licuados will become the next burrito here in California,” predicts Toribio Prado, whose LA-based Latin-fusion restaurants have added Licuados to the menus. “It's just a matter of time.” Elizabeth Estrada, Owner, San Diego-based Licuado Bar, Tropical Delights, agrees. “Licuados are becoming more and more popular. Business is growing quickly as people learn how great they are.”

Source: Myriam Grajales-Hall, University of California Spanish Broadcast & Media Services, Riverside, CA.