
GEBHARDT'S HISTORY OF MEXICAN FOODS

Gebhardt Mexican Foods was founded in San Antonio in the 1890's by William Gebhardt. Prior to that Mr. Gebhardt operated a cafe in the small German community of New Braunfels, Texas, and became pleasantly surprised when his Mexican dishes began outselling his traditional fare. Moving to San Antonio he secured the "Eagle Brand" registration for his chili powder in 1896, one of the oldest continuous trade marks in the United States. The Mexican food industry was born when Mr. Gebhardt first ground and blended the Ancho chili pepper along with black pepper, comino, oregano, garlic and other spices into chili powder. It is the largest selling brand of chili powder in the world today.

The Mexican foods made by Gebhardt today have existed in Mexico and the Southwest for centuries. They reflect the influence of the Aztecs, Maya, Spanish and during the reign of Maximilian and Carlotta, French cuisine. The one dish whose origin remains in doubt and upon which there has been much speculation is Chili Con Carne. One of the more believable stories has it that Chili was created in the quaint little village of La Villita near the Alamo. Native women would prepare Chili in their homes and at sundown take it to one of the plazas of San Antonio. Spreading red table cloths on the ground, they would serve their Chili in handmade earthen dishes. They became known as "Chili Queens" and prevailed until the mid 1940's. They were later replaced by numerous Mexican restaurants serving a wide variety of excellent Mexican foods.

A favorite of Texans for generations, Gebhardt's Chili has done much to spread the fame of this delightful concoction across the entire nation and Europe. Nowadays, groups in many states hold "chili cook-offs" with entrants using all sorts of unique recipes with Gebhardt's Eagle Brand Chili Powder inevitably as one of the principal ingredients.

Mexican food continues a rapid rise in popularity in all corners of the nation and Gebhardt's zesty, savory and inexpensive recipes will please the most discriminating palate. Quick and easy to prepare, serving Gebhardt's Mexican Foods is a pleasant and delightful way to entertain.

The recipes offered here are to help you prepare a selection of authentic and delicious dishes, using Gebhardt products.
Have a happy Gebhardt Fiesta!

A TO Z OF MEXICAN FOODS

- BEAN DIP** Spiced and seasoned refried beans more smoothly blended.
- CHALUPA** A flat fried tortilla with refried beans, cheese, lettuce, tomatoes and hot sauce — sometimes served with a pat of guacamole.
- CHILI CON CARNE** Cooked meat seasoned with chili powder and other ingredients — soup-like in consistency.
- CHILI CON QUESO** Melted cheese, spiced and seasoned — used as a dip or served on top of various dishes.
- CHILI POWDER** Gebhardt's — the original — a blend of ancho chili peppers and spices — used as the basic seasoning for nearly every Mexican food dish.
- ENCHILADA** Usually grated cheese and onions, rolled in a corn tortilla and covered with chili or a chili gravy and baked.
- FRIJOLES** Simply pinto beans.
- GUACAMOLE** Seasoned mashed avocados.
- HOT SAUCE** Salsa picante — a spicy sauce made from peppers, tomatoes and seasoning.
- JALAPENO** A hot green pepper.
- MASA** Means 'dough' in Spanish — See 'TORTILLA.'
- NACHOS** Pieces of tostado covered with cheese and a jalapeno slice — baked to melting — refried beans or taco meat may also be added.
- PICANTE SAUCE** See 'HOT SAUCE' above.
- REFRIED BEANS** Worked and mashed pinto beans — reheated when served.
- TACOS** A tortilla gently folded and filled with meat or beans, topped with lettuce, tomatoes, onion, cheese or other desired fillings — may be flour or corn — soft or fried.
- TAMALES** Originally made with pork, can have any meat filling or bean — center filling is covered with layer of masa — wrapped in corn shuck and baked.
- TOSTADO** Fried tortilla or corn chip.
- TORTILLAS** Specially processed corn flour or wheat flour made into bread dough — rolled, flattened by hand or in a press and cooked on flat, hot surface — result is corn tortilla or flour tortilla.

BEEF TACOS

Gebhardt's Taco Dinner which serves 4 people, comes with taco shells, meat seasoning and taco sauce. All you need is the ground beef, fresh lettuce, tomato and cheese.

OR — FROM SCRATCH:

- 1 pound ground lean beef
- ½ cup onion, chopped
- 1 teaspoon oil
- 2 cups water
- ½ teaspoon salt
- shredded lettuce
- 1 tomato, chopped
- Gebhardt's Picante Sauce
- Gebhardt's Taco Shells
- 1 cup grated longhorn cheese

In a frying pan brown meat in oil and add ½ cup onion. Cook over medium heat until meat is browned and onions are limp. Add water and salt and bring to a boil. Simmer for about 30 minutes.

While the meat is cooking, chop the tomato, grate cheese and shred the lettuce. Heat the taco shells in the oven until hot and crisp.

To assemble a taco: In shell, place drained meat, shredded lettuce, chopped tomato, grated cheese and picante sauce.

Serves: 4 to 6.

CHILI CON CARNE

- 1 pound ground beef
- 1 cup onion, chopped
- 3 tablespoons Gebhardt's Chili Powder
- 1-8 oz. can tomato sauce
- 3 cups water

Brown meat in skillet. Transfer to large pot. Add tomato sauce, onion, chili powder and water. Bring to boil then reduce heat and simmer at least 30 minutes.

For spicier chili, add jalapenos or picante sauce.

If chili with beans is desired, add 1 can of Gebhardt's Chili Beans or pre-cooked pinto beans.

BEAN BURGER

- 1 can Gebhardt's Refried Beans
- 6 hamburger patties and buns
- 1 cup chopped onion
- 1 cup grated cheese
- 1 cup crushed corn chips

Cook hamburger patties and heat buns. Place patty on bun. Spread preheated Gebhardt Refried Beans on patty. Sprinkle on cheese and onions and top with crushed corn chips. Serve. Serve remainder of refried beans on side with picante sauce.

CHILI/CHILI CON QUESO DIP

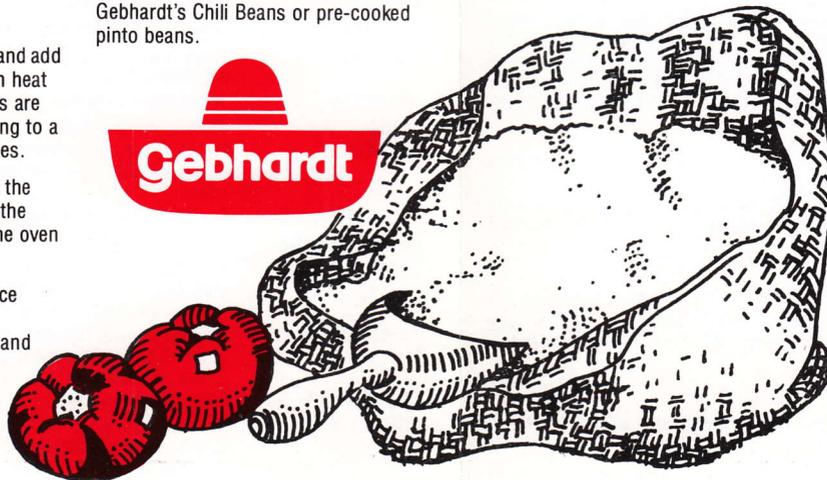
- 1 medium onion, chopped
- 2 tablespoons butter or margerine
- 10 oz. Cheddar cheese, cubed
- 6 oz. Velveeta cheese, cubed
- 6-8 tablespoons picante sauce
- 1-15 oz. can Gebhardt's Chili, No Beans

Saute onion in butter until soft. Add cheeses and cook over low heat until melted, stirring occasionally. Stir in picante sauce then add Gebhardt's Chili, No Beans. Dip in with your favorite tortilla or corn chip. Serves 8 as an appetizer.

NACHOS (Appetizer)

- Tortilla chips
- Cheddar or Monterey Jack cheese
- 1-15 oz. can Gebhardt's Refried Beans
- Jalapenos

Arrange chips on a cookie sheet. Figure 8-10 nachos per person. With a knife, spread each chip with refried beans. Slice generous portions of cheese and place on each chip. Top with a slice of Jalapeno. Put in oven under the broiler until cheese melts.



CHILI PIE

- 1 can Gebhardt's Chili, with or without beans
- 1 cup chopped onions
- 2 cups corn chips
- 1 cup grated Cheddar cheese

In a 6x8" baking dish, spread one layer of corn chips, ½ cup chopped onions, half of the chili and ½ cup grated cheese. Repeat with remaining ingredients with cheese on top.

Bake in 350° F oven for about 20 minutes until hot and bubbly.

Serves 4 to 5.

CHILI CHEESE HOT DOGS

- 8 wieners
- 8 buns (or 8 flour tortillas)
- 1 cup grated Cheddar cheese
- 1 cup chopped onions
- 1 can Gebhardt's Chili, no beans

Heat wieners as desired. Combine cheese and onion and mix. Place heated wiener in bun or flour tortilla. Sprinkle on cheese-onion mixture and top with preheated Gebhardt Chili and serve.

PICANTE SAUCE

If Gebhardt's Picante Sauce is not available, use this recipe:

- 1-10 oz. can Tomatoes & Green Chilies
- 1 Jalapeno, chopped
- ½ cup chopped onion
- ¼ teaspoon garlic salt

Pour can of tomatoes and green chilies in a blender or food processor. Add 1 medium chopped Jalapeno, without seeds. NOTE: add half the Jalapeno to start with, adding more later to taste. Add ½ cup chopped onion and ¼ teaspoon garlic salt. Turn on to "blend" for about 10 seconds.

Serve as a dip by itself or use as hot sauce in cooking other dishes or as a hot sauce over your favorite Mexican Food recipes at the table. Keep your left-over in a jar and refrigerate.

GEBHARDT.

**It may not sound
Mexican, but it
sure tastes it.**

CHILI AND TAMALE CASSEROLE

- 2-15 oz. cans Gebhardt's Tamales
- 1-15 oz. can Gebhardt's Chili, with or without Beans
- ½ cup onions, chopped
- 1 cup grated Cheddar cheese

Drain 2 cans of tamales and remove wrappers. Place them in the bottom of a lightly greased 9x13" baking dish. Cover with the chili, grated cheese and onion. Bake in a 350° F oven for 20 minutes or until hot and cheese is melted.

Serves 4.



GUACAMOLE DIP (OR SALAD)

- ¼ cup grated onion
- ½ teaspoon garlic salt
- 3 large ripe avocados
- 1 tablespoon lemon juice
- 1 tablespoon picante sauce
- 1 teaspoon Gebhardt's Chili Powder

Remove avocado skin and seed. Mash avocados with fork in bowl until smooth. Blend in onion, salt, lemon juice, picante sauce, garlic salt and chili powder. Serve as a dip or on a tomato slice on top of a lettuce leaf as a salad.

(If holding for later serving, place in refrigerator and cover with plastic wrap to keep from turning dark.)

BEAN DIP

- 1-16 oz. can Gebhardt's Refried Beans
- ¼ cup chopped onions
- 1 clove garlic, minced
- 1 tablespoon oil
- ¼ teaspoon salt
- 1 teaspoon Gebhardt's Chili Powder
- 1 tablespoon Gebhardt's Picante Sauce
- ¼ cup water

Heat oil in a skillet and brown onions and garlic. Add refried beans and stir until hot. Stir in salt, picante sauce and chili powder. Simmer for about 5 minutes.