

# Local Chef To Present Special Creations at Hormel Foods Mi Sabor(TM) Soccer Clinic

**El Picante Chef and Owner Mario Canela Jr. Will Be Spokesperson for Free Youth and Family Event on October 2, 2005**

LOS ANGELES, Calif. – September 26 (SEND2PRESS NEWSWIRE) – Well-known Latino chef and restaurateur Mario Canela, Jr., will highlight the food and tasting opportunities at the festival surrounding the 4th Annual Hormel Foods Mi Sabor(TM) Soccer Clinic, presented by Hormel Foods Corporation and Herdez Corporation. The event takes place at the Track & Field stadium of the Home Depot Center on October 2, 2005 from 1 – 6 p.m. and is open to youths and their families for fun, soccer and delicious food creations featuring Hormel and Herdez products.



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Canela began his career at family-owned El Picante Mexican specialty restaurant where he learned chef skills under the tutelage of his father – while also learning the basics of food and beverage management. In turn, he now has the role of Chef-Instructor with his cooking staff, and directs special event catering. His original and creative approach to both Mexican Cuisine and people makes him a favorite at his El Picante restaurant (located at 6301 Florence Place, Bell Gardens, CA 90201) and at special events, such as the Hormel Foods Mi Sabor(TM) Soccer Clinic on October 2.

Another reason for his popularity among politicians and entertainers is the fact that Canela uses only fresh, high-quality ingredients for all of his creations. One of his favorite dishes is the Torta de jamón **HORMEL**(R) con chile de **HERDEZ**(TM) (“El Escabeche”). He recommends Hormel and Herdez products because of their freshness, great taste and ability to be used in nearly any Mexican serving. Families flock to his restaurant for his special lemonade, iced tea, horchatas, sopas, ceviche de pescado, enchiladas, menudo and flautas de pollo, and his famous taco and burrito combinations.

Families can purchase the same fine Hormel and Herdez products that Canela uses – and enter the sweepstakes competition for the chance to sharpen their skills with L.A. Galaxy Super Stars and coaching staff at the Hormel Foods Mi Sabor(TM) Soccer Clinic – at participating grocery retailers, including: Albertsons, Superior Super Warehouse, Gigante, KV Mart, Jons, Northgate, Vallarta, R Ranch Markets, Cardenas, Fiesta Mexicana, Numero Uno, Big Saver, Liborio Markets, Cash And Carry, Rio Ranch, Super A, El Tapatío and El Tigre.

The message for young soccer fans attending the clinic is, “You Can Be The Next Soccer Champion!” Seventy-five Hormel Foods Mi Sabor(TM) Soccer Clinic sweepstakes winners were randomly selected on September 20. Also, 25 “Last Chance” scholarships will be awarded on the morning of the clinic. Sweepstakes winners will receive dribbling, passing and kicking instruction, plus autographs and photo opportunities with L.A. Galaxy Super Stars and coaching staff. Winners and their families will be treated to a buffet served by Hormel Foods, Herdez Corporation, Land O Lakes Cheese, Welch’s Soft Drinks, Guerrero, and other partners. On the day of the event, families will also have an opportunity to enter for a chance to win a new car and to win a pair of roundtrip tickets to anywhere in Mexico, courtesy of Aeromexico (announced at the close of the clinic). Sweepstakes winners will also receive four tickets to the Hormel Foods Mi Sabor(TM) Night with Herdez and the L.A. Galaxy on October 1, and will be introduced during halftime of the Galaxy game vs. FC Dallas.

Families may also register entrants by calling toll-free: 1-877-MISABOR.

#### About Hormel Foods

Hormel Foods Corporation, based in Austin, Minn., is a multinational manufacturer and marketer of consumer-branded food and meat products, many of which are among the best known and trusted in the food industry. The company leverages its extensive expertise, innovation and high competencies in pork and turkey processing and marketing to bring quality, value-added brands to the global marketplace. In 2001, 2002, 2003 and 2004, Hormel Foods was named one of “The 400 Best Big Companies in America” by Forbes magazine. The company enjoys a strong reputation among consumers, retail grocers, and foodservice and industrial customers for products highly regarded for quality, taste, nutrition, convenience and value. For more information, visit [www.hormel.com](http://www.hormel.com).

#### About Herdez Corporation

The Herdez family of brands blends the philosophies and traditions of two

Mexican clans, Herdandez Del Castillo and Hernandez Pons. In 1914, they built their Mexican cuisine empire on quality and trust. This strong family tradition set the tone for generations to follow – today, more than 5,000 people are employed by Herdez at numerous locations throughout the Mexican Republic. Since 1996, Minnesota-based Hormel Foods Corporation has partnered with Herdez to distribute an array of authentic Herdez, Doña María and Búfalo products to consumers in the United States. In fact, Herdez Salsa Casera is the number-one brand of imported salsa consumed in America. For more information, visit [www.worldfood.com](http://www.worldfood.com).

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News issued by: Hormel Foods

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Original Story ID: (839) :: 2005-09-0926-008

Original Keywords: Hormel Foods, Mi Sabot, El Picante Chef, Mario Canela Jr, El Picante Mexican specialty restaurant, Latino chef and restaurateur, Home Depot Center, Herdez Corporation, 4th Annual Hormel Foods Mi Sabor Soccer Clinic, Torta de jamon HORMEL(R) con chile de HERDEZ, El Escabeche, Latino Consultants Hormel Foods