



WHAT'S COOKING

NUEVA COCINA: A LINE OF ALL-NATURAL, ALMOST FROM SCRATCH LATIN PRODUCTS

When Cuban-born **Corina Mascaro** and **Celeste de Armas** met in college - both hold an MBA from Indiana University - they became fast friends around food and the dining room table. Little did they know that they would one day create **Nueva Cocina**, a line of Latin dried food products that is now sold in Publix, Whole Foods and Fresh Markets in South Florida, and is slated to be



in store shelves in Chicago and the North East soon . After graduating, Ms. De Armas held several key positions at Carnation, General Mills and Nestl USA, and before embarking on Nueva Cocina she was COO of FBP Inc., a Miami-based multi-million dollar chilled food company. Ms. Mascaro has a vast background in commercial banking and is a passionate cook. "As demand for authentic and new Latin food continues to grow, our 100% natural products - with no additives or artificial colorings -- aim to provide healthy and nutritious solutions," claims Ms. Mascaro. Together, they've developed products with all the Latino ingredients: vegetables, spices and herbs needed to create authentic homemade dishes "with real *sofrito*, real Valencia rice and Spanish saffron," says Mascaro . **Nueva Cocina's** products include beef and chicken seasonings (approximately \$1.29) also suited to meat substitutes; five different types of rice dishes and paellas (approximately \$3.65), and is planning a line of prepared frozen dishes. Nueva Concina Inc., 2124 NE 123 St., Suite 213. Miami. 305-891-9909.



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