

Chilango

A STAMPEDE OF MEXICAN FLAVOURS



Tilda RICE Legendary Rice MATTERS ...TO CHILANGO

Established in 2008, Chilango has been voted the No. 1 Mexican Restaurant in the Zagat consumer awards for 2 consecutive years. The restaurant group is undoubtedly making waves within the casual dining sector with the winning formula of high quality and passion at the heart of its business.

As Head of Procurement for Chilango, Luis Castro knows what his guests want and is prepared to offer them nothing less, "They are young, fun, adventurous, and are looking for something new, something with quality, and generally something that is inexpensive." However with food costs on the rise, Luis is only too familiar with the difficulties of sourcing high quality products at reasonable prices, "Like other operators we've felt the pressures of inflation with food costs, but we are extremely demanding as we only want the best for our guests."

After being recommended Tilda Easy Cook Basmati Rice by a colleague following unsuccessful trials with several other rice brands, Chilango has now been using the product for over 2½ years, with Luis commenting, "We have found that the yield of Tilda Easy Cook Basmati is so much higher than other brands we've tried, which in turn means the serving price is much lower. Being a multiple you can have 5 different restaurants with 5 different people and maybe 4 different types of cooking equipment, meaning it's difficult to get the right consistency – with Tilda Easy Cook Basmati you don't have to worry because the quality of the grain makes it incredibly consistent."

Chosen by 90% of customers in the 15,000 dishes Chilango serves every week, Luis explained how Tilda Easy Cook Basmati is served simply with fresh coriander and a squeeze of lime, concluding, "We had a customer comment a while back that said specifically 'the Basmati rice at Chilango is truly inspirational'. What more could we ask for!"

LUIS'S TOP TILDA TIPS

- 1 Always pick food suppliers you can trust - in the 2½ years that we've worked with Tilda they have always been supportive and we've never had any problems.
- 2 Don't be afraid to experiment with rice – try preparing it in different ways and mixing it with new flavours. With Tilda this is easy as the rice is so forgiving.
- 3 Go for quality and consistency, not just initial cost – because Tilda rice is such great quality the yield is so much higher than other brands, the serving price is therefore much lower.



"Tilda Easy Cook Basmati doesn't have the broken grains that you can find with other rice brands, so we never have starchy or sticky rice. With Tilda we are able to deliver a product that is fantastic quality and is always consistent."

LUIS CASTRO,

HEAD OF PROCUREMENT, CHILANGO



To find out more about why rice matters and to watch Luis's video visit

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