

HYBRID HIT

Proving birria's powerhouse potential for menu development wins, Norms, the Southern California institution known for its all-day, comfort-centric menus, centered a recent runaway hit around the craveable concept. Norms launched a Quesabirria LTO that is featured in its Beef Quesabirria Burger, Quesabirria Fries, Shredded Beef Omelette and the No. 1 seller in this category, Braised Beef Chilaquiles.

"We took two popular, trend-forward Mexican dishes and created a hybrid of both flavor profiles," says David Cox, Corporate Executive Chef, about the Braised Beef Chilaquiles. "We realized we could reduce the birria broth to a sauce consistency and use that to toss into the chips, which gives them a really unique flavor profile." After being coated with the birria broth, the tortilla chips are topped with quesabirria shredded beef, Jack cheese, fresh pico de gallo and two eggs, any style. The dish is served with a side of broth and warm black beans. "It's definitely an unusual interpretation of quesabirria, but we discovered that the chilaquiles were a great flavor carrier," he says. Using birria across four featured menu items pays off for back-of-house, too. "We were able to leverage SKUs and labor, making it more cost effective and easy to execute."



David Cox

Norms | Based in Rancho Santa Margarita, Calif.

BRAISED BEEF CHILAQUILES

Tortilla chips tossed with red chile broth, topped with quesabirria shredded beef, Jack cheese, pico de gallo and two eggs; served with red chile broth and black beans

74



75

Camp | Greenville, S.C.

YUZU-XILLI DUMPLINGS

with yuzu ponzu, chile oil, pork belly, shrimp, cashews and cilantro



UMAMI BOMBS

A global mash-up that brings a Mexican sensibility to a Chinese dumpling is a best seller at Camp, an upscale concept serving modern American dishes with a world cuisine spin. To reinforce a pride of place and commitment to authenticity, Diego Campos, Executive Sous Chef, used the Nahuatl spelling of chile—xilli—for his Yuzu-Xilli Dumplings shareable, paying tribute to his mother's Puebloan roots.

The filling for the popular appetizer is a mixture of pork belly (roasted with garlic, chile flakes and cilantro, then braised low and slow) and chopped shrimp. "After that, it's all folding, which takes time," says Matthew Ballaró, Sous Chef. The dumplings are plated on a colorful ponzu sauce that features minced ginger, chopped nuts and micro cilantro. A drizzle of spicy chile oil made with chipotles delivers a smoky kick to finish.

"The ponzu flavors really pop and brighten the dish," says Ballaró. "I love the way we have combined flavors from different parts of the world by incorporating the chipotle peppers and bringing a new depth of flavor and flair to this classic dish."



Matthew Ballaró