















WORLD CUISINES:
BAJA

12 INSPIRING RECIPES
— that Bring the Region to Life —

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BAJA

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FLAVORS OF BAJA

When discussing the foods of Baja,
Chef Einav Gefen says,

*“Baja cuisine is first and foremost
about respect for ingredients
and the sourcing of them.”*

What’s happening more and more in
this region is taking on-trend flavors
and meshing them with traditional
Mexican cuisine — combined with
Mediterranean influence. These recipes
truly embody that culinary process.



OCTOPUS IN SALSA VERDE WITH PORK SKIN CHICHARRON

Yield: 4 portions

Adventurous guests will love this dish bursting with fresh flavors and textures.

INGREDIENTS

Green onion, green part only
Salt
Tomatillo, chopped
Cilantro
Jalapeño peppers
 seeded & deveined, finely chopped
Lemon juice
Extra virgin olive oil
Red onion, small, finely chopped
Octopus, cooked
Garlic clove, finely chopped
Smoked guajillo pepper powder
Green olives, pitted, sliced
Avocados
Pork skin chicharron
Dried nori powder

AMT

1 bunch
To taste
3 ½ oz
½ bunch
2 each
2 oz
4 oz
1 each
1 lb
3 each
1 oz
1 ½ oz
2 each
6 oz
1 oz

PREPARE THE OCTOPUS

Slice the octopus into 1-inch slices. In a skillet heat 3 ounces of olive oil and add garlic and octopus. Sauté for 5 minutes over medium heat, add guajillo powder and olives, a pinch of salt to taste, and cook for 5 more minutes. Reserve.

FINISH THE DISH

In a ceramic or stainless steel bowl, add chopped tomatillo, chopped cilantro, finely chopped jalapeño, 1 ounce of lemon juice, 1 ounce olive oil, and a pinch of salt to taste. Reserve. Make a mousse-like consistency with the avocados by blending them with a pinch of salt and a few drops of lemon juice. Reserve. Fry the pork skin chicharron until crispy. Place on paper towels to drain excess oil, sprinkle with salt, cut to the desired size.

TO SERVE

Place on platter and add warm octopus mixture, a teaspoon of tomatillo salsa, a few drops of avocado mousse, sprinkle the nori powder on top of each, and garnish with green charred onion.

PREPARE THE ONIONS

Place the green onions on a sheet pan and bake at 500° F until charred, sprinkle with salt and set aside.



SURF N' TURF CLAMS

Yield: 2 portions

Inspired by a trip to Galaxy Tacos in San Diego, the birria base and liquids create a unique, savory clam dish.

INGREDIENTS

Dried guajillo chiles
Chiles, ancho, dried
Dried New Mexico chiles
White wine vinegar
Knorr® Liquid Concentrated Chicken Base
Water
Olive oil
Shallots, sliced
Birria sauce
Knorr® Demi Glace
Clams, washed
Cilantro leaves, fresh, for garnish

AMT

3 each
3 each
5 each
2 Tbsp
1 Tbsp
1 cup
2 Tbsp
2 each
Prepared
1 ½ cups
4 dozen
½ cup

PREPARE THE BIRRIA SAUCE

Toast the chiles on a hot griddle or skillet over medium heat until browned, not burned. Remove the seeds and veins, then place the chiles in a bowl and cover them with hot water for 15 to 20 minutes until rehydrated. Reserve 1 cup of chile rehydration water. Process chiles and vinegar in a blender to make a paste. Add in 1 cup of chile rehydration water along with 1 cup of water and Knorr® Chicken base and blend until smooth.

COOK THE CLAMS

Over medium heat in a wide pan, heat olive oil and sauté the shallots until tender. Add in the prepared Birria sauce and prepared Knorr® Demi Glace sauce. Add in clams and simmer until opened.

TO SERVE

Garnish with cilantro and serve.



TIJUANA STYLE CARNE ASADA TORTA

Yield: 4 portions

Juicy grilled skirt steak gets rested in an orange chile marinade and topped with a refreshing avocado spread in this Baja style steak sandwich.

INGREDIENTS

Knorr® Demi Glace
 Orange juice
 Chiles de árbol
 Garlic clove
 Garlic salt
 White onion, medium, sliced
 Worcestershire sauce
 Sugar
 Skirt steak
 Kosher salt and black pepper
 Avocados
 Salt
 Tomato, quartered and sliced
 Red onion, sliced
 Salt
 Black pepper, ground
 Mexican oregano
 Red wine vinegar
 Ciabatta buns
 Hellmann's® Real Mayonnaise
 Hot chile sauce

AMT

1 cup, prepared
 1 cup
 2 each
 2 each
 1 tsp
 ½ each
 2 oz
 1 Tbsp
 1 lb
 To taste
 2 each
 To taste
 2 each
 ½ each
 To taste
 To taste
 1 Tbsp
 1 oz
 4 each
 4 Tbsp
 Prepared

PREPARE THE MARINADE SPICY

In a saucepan combine prepared Knorr® Demi Glace with orange juice, Chile de árbol, garlic cloves, garlic salt, onion, Worcestershire sauce and sugar over medium heat. Let sugar dissolve and reduce for 12 minutes.

PREPARE THE CARNE ASADA

Sprinkle meat with salt and pepper and set aside while you preheat a charcoal grill. Once the grill is ready, cook the meat to medium, then, remove from grill and cut into cubes and add to saucepan mixture, set on top of grill and let the meat rest in the juices.

PREPARE THE TORTA

In a bowl, mash the two avocados, add salt to taste and reserve. In another bowl add sliced tomatoes and red onion, sprinkle with salt and pepper, add oregano, and red wine vinegar, set aside. Cut ciabatta buns in half, add 1 tablespoon of Hellmann's® Real Mayonnaise to each, and place both halves face down on the grill, cook both sides until crispy.

TO SERVE

On the top part of the bun add a good amount of avocado mixture, on the bottom add the meat, and on top of the meat add tomato and onion mixture. Serve with prepared hot chile sauce for a kick of heat!



CLASSIC SHRIMP AGUA CHILE

Yield: 4 portions

Explore Baja's take on ceviche. One major difference is that this dish is served almost immediately as opposed to letting the fish "cook" in the juices.

INGREDIENTS

Jalapeño, large, chopped
Salt
Cracked black pepper
Chile chiltepin, crushed
Garlic cloves, peeled, whole
Lemon juice
Lime juice
Red onion, sliced
Shrimp, (21/25), peeled and deveined
Persian cucumber, sliced
Cilantro, leaves, washed
Serrano Peppers
Red onion, cut into chunks
Large peeled garlic cloves
Dry chile de árbol
Persian cucumbers, peeled
Lime juice
Salt

AMT

1 each
To taste
To taste
As needed
1 each
2 oz
2 oz
3 each
10 oz
3 oz
1 bunch
3 each
1 each
6 each
3 each
2 each
As needed
To taste

MAKE THE AQUA CHILE SAUCE SPICY

Over open flame or wood burning oven, char roast 3 serrano peppers cut into quarters, one red onion cut into chunks, 6 large, peeled garlic cloves, 3 dry chile de árbol. Place in a high shear blender and puree with 2 Persian cucumbers, peeled and lime juice. Season with salt as needed. Transfer to a squeeze bottle.

PREPARE THE AGUA CHILE

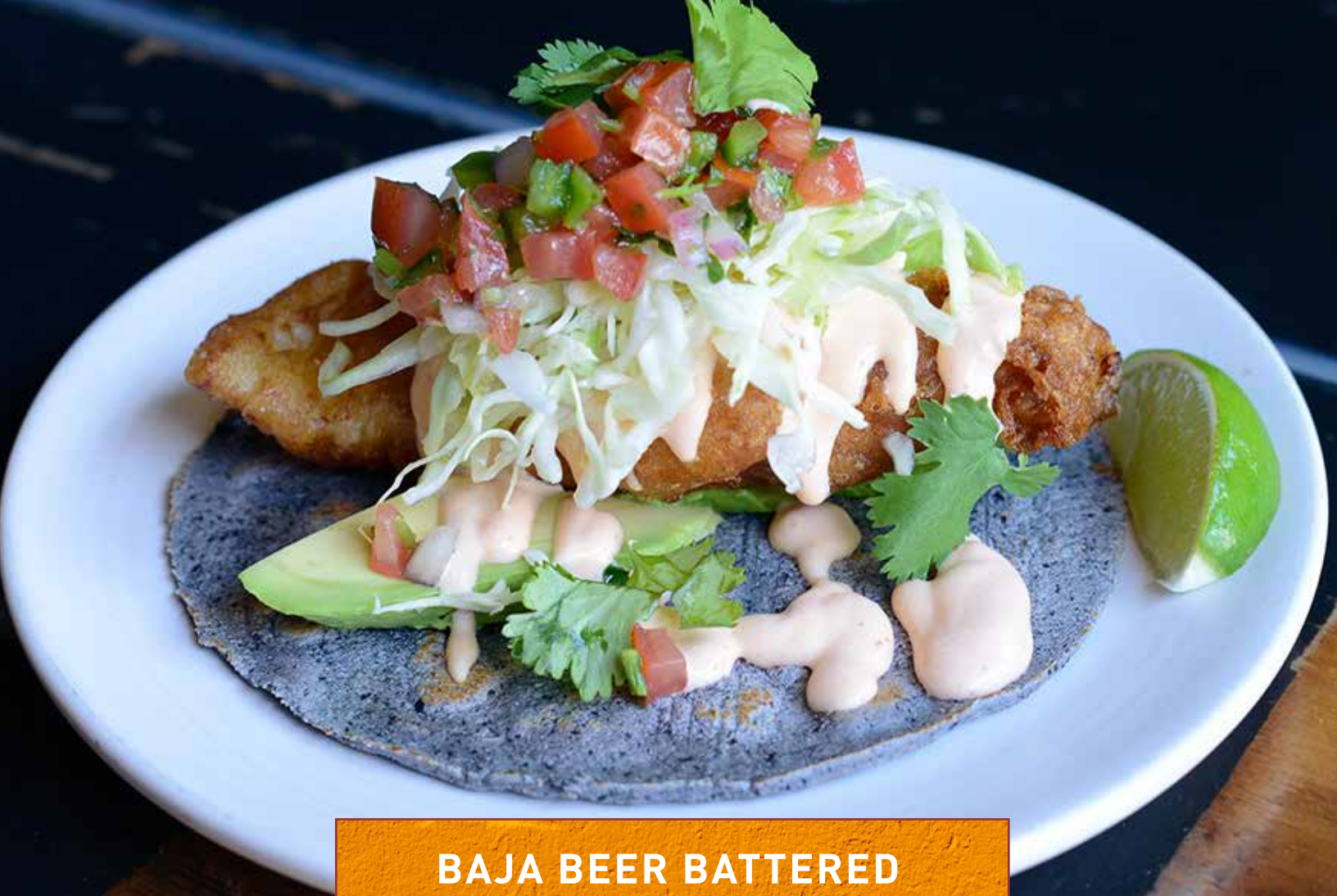
On a mortar, add the chopped jalapeño with a pinch of salt, ground black pepper, crushed chiltepin pepper and garlic clove. Mash it with the pestle until it becomes a paste, add lemon and lime juice, sliced onion, and butterflied shrimp, season with salt to taste and mix well. Add more chiltepin pepper for more heat.

PREPARE THE SHRIMP

Let the shrimp marinate for 12 to 15 minutes until shrimp are slightly opaque.

TO SERVE

Arrange on a platter and decorate with cucumber and cilantro leaves.



BAJA BEER BATTERED FISH TACOS

Yield: 8 portions

These beer battered fried fish tacos are topped with crisp cabbage and creamy chipotle mayonnaise.

INGREDIENTS

All-purpose flour
 Dijon mustard
 Oregano
 Black pepper, freshly ground
 Salt
 Beer
 Shark (dogfish) fillet, or mahi mahi,
 cut into 3" x 1" slices
 Canola oil
 Purple corn tortillas
 Green cabbage, halved, finely shredded
 Chipotle mayonnaise, or crema Mexicana
 Pico de gallo
 Lime wedges

AMT

1 ¼ cups
 1 Tbsp
 ½ tsp
 ½ tsp
 To taste
 8 oz
 2 lbs
 ¾ cup
 16 each
 2 cups
 ½ cup
 2 ½ cups
 16 each

PREPARE THE BEER BATTER

In a large bowl combine the flour and spices by hand until well incorporated. Set the bowl on a kitchen towel and slowly whisk in the beer to ensure a smooth clump-less batter.

PREPARE THE FISH

Dip the fish in the beer batter. Heat the oil or lard in a sauté pan set over medium heat. Fry the fish slices until the batter is golden brown on all sides. Drain on a wire grate lined with paper towels.

FINISH THE DISH

Have the tortillas warm and ready to assemble. Place one of the fish fillets in each tortilla; add a spoonful of the chipotle mayonnaise or crema and one spoonful of cabbage. Serve the tacos immediately with pico de gallo and lime wedges. Note: if you prefer a green salsa you can use salsa verde cruda.



SEA BASS CEVICHE WITH JAPANESE SOY MAYONNAISE

Yield: 10 portions

Simple, complementing ingredients in this ceviche allow the freshness of the sea bass to shine through.

INGREDIENTS

Sea bass, whole
Salt
Ice
Olive oil
Jalapeño pepper
Cilantro
Soy sauce
Hellmann's® Real Mayonnaise
Sunflower oil
Chiles, habanero
Garlic
Chiles de árbol
Salt
Oregano
Citrus, key lime
Salt
Olive oil
Key lime juice

AMT

2 ¼ lbs
To taste
As needed
As needed
15 oz
2 ½ oz
6 oz
4 cups
14 ½ oz
2 oz
4 oz
5 oz
3 tsp
2 ½ tsp
3 ½ oz
2 tsp
5 ½ oz
As desired

PREPARE THE JALAPEÑO MAYONNAISE

Broil the jalapeño chiles on a comal, griddle, or grill until they change color. Blend together with the cilantro, soy sauce, mayonnaise and sunflower oil.

PREPARE THE HABANERO AND CHILE DE ÁRBOL SAUCE SPICY

In a saucepan, add the oil along with the habanero chile, and garlic, and let cook for a few minutes. Add chiles de árbol until they hydrate. Incorporate salt and oregano and puree in a blender.

PREPARE THE VINAIGRETTE

In a blender, puree the lime juice and salt, and add oil slowly until the mixture emulsifies.

PREPARE THE CEVICHE

Toss the sea bass cubes with enough of the jalapeño mayonnaise to coat, add habanero and chile de árbol sauce, cilantro, chives, and salt and lime juice, as desired.

PREPARE THE SEA BASS

Clean sea bass and cut into ¾" cubes. Marinate in a covered tray of salt and ice and refrigerate for about 2 hours. Drain sea bass cubes and macerate with oil.



BAJA FISH TACOS WITH HALIBUT

Yield: 6 portions

The classic street food: crispy coated fish in fresh tortillas with variety of toppings.

INGREDIENTS

Canola oil
All-purpose flour
Knorr® Chicken Bouillon Caldo de Pollo
White pepper, ground
Baking soda
Baking powder
Dijon mustard
Water
Hellmann's® Real Mayonnaise
Hellmann's® Ancho Chipotle Sauce
Avocado, pitted and sliced into ¼" wedges
Lime juice
Halibut, center cut, sliced into 2" x 0.5" slices
Corn tortillas
Cabbage, finely shredded
Tomatoes, small diced, without seeds
Radishes, julienned

AMT

As needed
1 ½ cups
1 Tbsp
As needed
½ tsp
½ tsp
2 Tbsp
1 ¾ cups
½ cup
3 Tbsp
1 each
1 Tbsp
1 ½ lbs
12 each
1 cup
¾ cup
½ cup

PREPARE THE CHIPOTLE MAYONNAISE

Mix together the Hellmann's® Real Mayonnaise and Hellmann's® Ancho Chipotle Sauce. Put into a squeeze bottle and set aside.

PREPARE THE AVOCADO SAUCE

Blend the avocado, 1 tablespoon of lime juice and a ¼ cup of water using an immersion blender. Put into a squeeze bottle for serving.

PREPARE THE FISH

Coat fish slices in the batter. Deep fry them until cooked, 4 minutes approximately.

TO SERVE

Heat the tortillas to soften. Place a fish slice on the tortilla. Top with cabbage, tomatoes, Chipotle Mayo, Avocado sauce and radishes to liking. Serve.

Note: Use Shrimp in place of fish for Baja Shrimp Tacos. No smaller than 16/20 Shrimp, shelled and cleaned.



CHICKEN BIRRIA

— Yield: 8 portions —

Traditionally cooked with lamb or goat, this hearty dish is a classic of the Baja region.

INGREDIENTS

- Dried guajillo chiles
- Dried ancho chiles
- Dried New Mexico chiles
- White wine vinegar
- Knorr® Liquid Concentrated Chicken Base
- Salt
- Ground black pepper
- Cloves, ground
- Mexican oregano, dried
- Cumin, ground
- Cinnamon, ground
- Thyme, leaves, fresh
- Knorr® Chicken Bouillon Caldo de Pollo
- Chicken, whole, bone in, skin on,
3.5 lbs, can be in parts
- Onion(s), coarsely chopped
- Bay leaves
- Garlic, finely diced
- Chopped cilantro
- Limes, cut into wedges
- Avocados, mashed

AMT

- 3 each
- 3 each
- 5 each
- 2 Tbsp
- 2 Tbsp
- 2 tsp
- 1 tsp
- ¼ tsp
- 1 tsp
- 1 tsp
- ¼ tsp
- 1 tsp
- 1 Tbsp
- 1 each
- 1 each
- 2 each
- 6 cloves
- 1 cup
- 2 each
- 4 each

PREPARE THE CHILE PASTE

Toast the chiles on a hot griddle or skillet over medium heat until browned, not burned. Remove the seeds and veins, then place the chiles in a bowl and cover them with hot water for 15 to 20 minutes until rehydrated. Reserve 2 cups of chile rehydration water. Process chiles, water, vinegar and Knorr® Liquid Concentrated Chicken Base in a blender to make a smooth paste.

PREPARE THE MEAT RUB

In a small bowl, mix the salt, pepper, cloves, oregano, cumin, cinnamon, thyme and Knorr® Chicken Bouillon Caldo de Pollo together. Rub the meat well with the mixture. Coat the meat with half the chile paste. Cover loosely with plastic wrap and let it marinate overnight in the refrigerator.

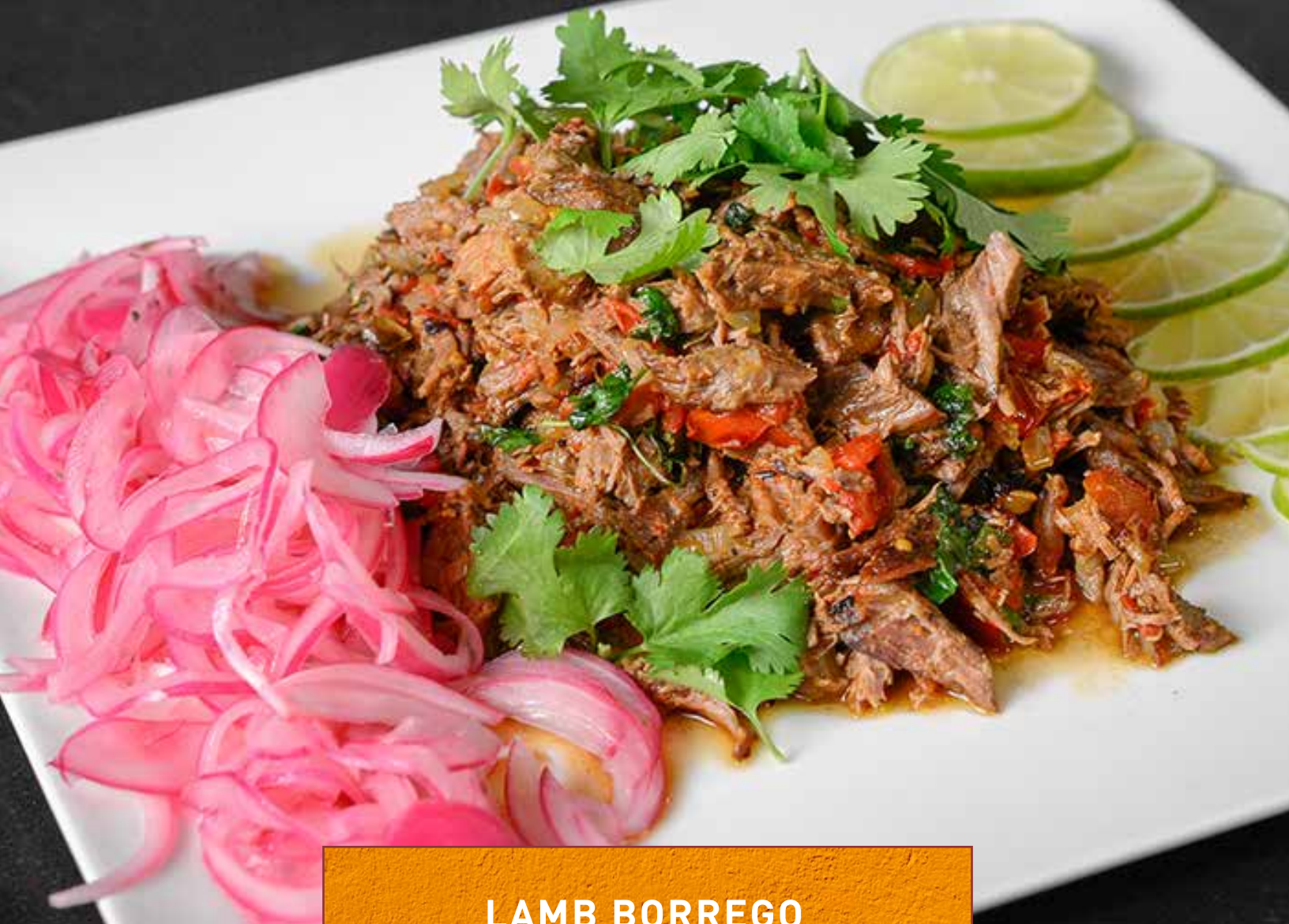
COOK THE MEAT

Add the coarsely chopped onion, bay leaves and diced garlic to a roasting pan. Add the chicken and remaining chile paste to the roasting pan, cover tightly with foil, and bake for 2 hours at 350° F. Remove the chicken from the oven.

TO SERVE

Pull the chicken meat off the bone. Mix shredded chicken with the cooking sauce and serve in tacos or tostadas garnished with cilantro, lime and avocados.

Note: Chicken can be served cut into larger pieces with its flavorful juices as the sauce. Remaining sauce can also be thinned out with broth and served on the side.



LAMB BORREGO

— Yield: 10 portions —

Slow cooked and pulled lamb is seared on the plancha with tomatoes, onions and cilantro.

INGREDIENTS

Lamb leg, boneless
Cumin
Knorr® Chicken Bouillon Caldo de Pollo
Water
Onions, small dice
Vine ripened tomato, diced
Serrano peppers, seeded and chopped
Cilantro leaves, washed and dried
Lime, sliced

AMT

3 lbs
2 tsp
3 Tbsp
1 ½ cups
1 cup
3 cups
2 each
¾ cup
1 each

FINISH THE DISH

On a plancha or griddle, add ½ cup of water and sauté the onion. Stir in shredded lamb. Stir in tomatoes and serrano peppers and cook until softened. Add ¼ cup of reserved braising liquids. Add cilantro and sauté until wilted and lamb is warmed through.

TO SERVE

Serve on a platter with sliced limes. If needed, drizzle additional reserved cooking liquids to cover the lamb mixture.

Note: Serve with pickled red onions, rice, beans and tortillas.

PREPARE THE LAMB

Season the lamb with cumin and 1 Tbsp of the Knorr® Caldo de Pollo. Sear the lamb in a roasting pan until brown. Mix the water and the remaining Knorr® Caldo de Pollo together. Deglaze the roasting pan with the Knorr® Caldo mixture and place the lamb into the oven. Braise the lamb, covered for 2 ½ hours at 350° F. Remove lamb and let cool and then shred, reserving cooking liquids.



ROASTED VEGETABLE FIDEUÁ

Yield: 8 portions

Here's a take on the traditional noodle dish from northeastern Spain made with short, dry pasta called fideos. This vegetarian version is prepared in a method similar to paella.

INGREDIENTS

Carrots, small, peeled, halved lengthwise
 Red pepper, cut into ¼ inch strips
 Yellow pepper, cut into ¼ inch strips
 Zucchini, medium, diagonally cut into ¼" slices
 Brussels sprouts, boiled, halved
 Olive oil
 Salt
 Knorr® Liquid Concentrated Vegetable Base
 Tomatoes, whole peeled canned,
 drained and chopped
 Hellmann's® Real Mayonnaise
 Garlic cloves, large, into paste
 Lime, juiced
 Lime, zested
 Butter
 Olive oil
 Fideos or angel hair pasta,
 broken into 3" lengths
 Shallots, large, thinly sliced
 Garlic, chopped
 Turmeric roots, small, halved lengthwise
 Cracked black pepper
 Garlic Lime Aioli, prepared

AMT

5 each
 1 each
 1 each
 2 each
 2 dozen
 ¼ cup
 As needed
 1 qt prepared
 1 can

 1 gal
 2 each
 1 each
 ¼ cup
 1 Tbsp
 3 Tbsp
 12 oz

 1 each
 1 Tbsp
 2 each
 To taste
 1 ¼ cups

PREPARE THE VEGETABLES

Toss the vegetables, except the tomatoes, with oil and season with salt. Roast at 400° F until lightly golden. Combine prepared Knorr® Professional Liquid Concentrated Vegetable Base and tomatoes in a bowl. Set aside.

PREPARE THE GARLIC LIME AIOLI

Combine Hellmann's® Real Mayonnaise, garlic paste, lime juice and zest. Place into a squeeze bottle.

PREPARE THE DISH

In a 16 inch paella pan or a nonstick pan, heat the butter and olive oil together until bubbling subsides. Add the fideos pasta and cook over moderately high heat, stirring constantly, about 1 minute. Stir in shallots and garlic and sauté, stirring, until noodles are golden brown. Stir in half of the prepared vegetable/ tomato base and turmeric, cover and cook for 3 minutes. Add the remaining base, cover and cook until almost absorbed, about 3-5 minutes, and the fideos are al dente. Remove turmeric. Season with salt and pepper. Mix in roasted vegetables and cook for one more minute (bottom should be crispy and all liquids evaporated).

TO SERVE

Drizzle with prepared Garlic Lime Aioli and serve.

Note: This dish is based on seasonal vegetables. Use in-season vegetables for a variable dish all year long.



CHIPOTLE RED BEAN TOSTADA

Yield: 10 portions

A fried corn tortilla is topped with smoky chipotle and gravy mashed red beans and complemented with refreshing radishes tossed in fresh lime.

INGREDIENTS

Small red beans
 Knorr® Brown Gravy
 Limes, juiced
 Chipotle powder
 Cumin
 Salt and pepper
 Napa cabbage, shredded
 Radishes, julienned
 Jalapeños, pickled, sliced
 Olive oil
 Corn tortillas, fried
 Avocados, sliced
 Mexican crema
 Cilantro leaves
 Limes, cut into wedges, for garnish

AMT

3 cans (15.5 oz each)
 1 quart, prepared
 ½ each
 ½ tsp
 ¼ tsp
 To taste
 ½ head
 6 oz
 ½ cup
 ¼ cup
 20 each
 5 each
 1 cup
 ½ cup
 3 each

PREPARE THE RED BEANS

Drain the beans and add to the prepared Knorr® Brown Gravy. Add the lime juice, chipotle powder and cumin. Stir and mash until the beans form a chunky puree and are heated through. Set aside on low heat.

PREPARE THE SLAW

Toss the Napa cabbage, radishes and pickled jalapeños with lime juice and olive oil. Season to taste.

FINISH THE DISH

To assemble the tostadas, top each tortilla with ½ cup of the red bean mixture, then layer with avocado slices. Top with Napa cabbage slaw. Drizzle with crema. Top with cilantro leaves and serve with lime.

Note: Serve with pickled red onions, rice, beans and tortillas.



CAULIFLOWER MOLE TACOS

Yield: 10 portions

Bursting with flavor, crispy roasted cauliflower gets tossed in a smoky, tangy version of mole sauce in these vegetarian tacos.

INGREDIENTS

Cauliflower, cut into florets
 Olive oil
 Salt and pepper
 Dried guajillo chiles
 Tomatoes
 Garlic cloves
 Spanish onion, cut in large pieces
 Knorr® Brown Gravy
 Cinnamon powder
 Cumin, ground
 Toasted sesame seed
 Unsweetened chocolate
 Lime, juice
 Apple cider vinegar
 Corn tortillas
 Cotija cheese, crumbled
 Pickled red onion, prepared
 Cilantro leaves
 Limes, cut into wedges

AMT

2 lbs
 As needed
 To taste
 2 each
 6 oz
 3 each
 ¼ each
 1 qt, prepared
 ½ tsp
 ½ tsp
 2 tsp
 2 oz
 1 each
 1 Tbsp
 20 each
 4 oz
 1 cup
 ½ cup
 3 each

PREPARE THE ROASTED CAULIFLOWER

Toss the cauliflower florets with olive oil, salt and pepper. Roast at 400° F until browned and beginning to char, about 15 minutes. Set aside.

PREPARE THE MOLE SAUCE

Char the guajillo chiles in a cast iron pan until browned, but not blackened. Remove from heat and remove the stems and seeds. Soak the chiles in 1 cup warm water. Meanwhile, in the same cast iron pan, char the tomatoes, garlic and onion. Remove the chiles from the water and include this water to prepare the Knorr® Brown Gravy according to package directions. Puree the brown gravy with all ingredients and season to taste.

FINISH THE DISH

Warm the tortillas over a grill or open flame. Toss the cauliflower with enough mole sauce to coat. Build each taco with cauliflower, cotija cheese, pickled red onion and cilantro leaves. Serve with lime wedges.



WORLD CUISINES:
BAJA

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