

Origin

Tajín was invented in 1985 by Horacio Fernandez, who was inspired by his grandmother's signature chile sauce that he would obsessively slather on to corn. Determined to preserve the flavors of his grandmother's creation while simultaneously making a condiment that would be easily transportable, Fernandez set off on a journey that would result in a well-loved seasoning salt that brightens pretty much all fruit.

On a trip to El Tajín, an archaeological site in southern Mexico that is home to towering pyramids, Fernandez learned that the word "aji" translates to chile in the Uto-Aztec language, Nahuatl. It was there that he solidified his brand's name.

Tajín traveled north to the US in 1993 and started gaining a cult following. Since 2012—thanks partly to added marketing efforts—sales of the classic seasoning salt have tripled, continuing to grow by double digits with each passing year, according to Javier Leyva, Tajín's director of North America.

<https://www.thrillist.com/eat/nation/what-is-tajin-mexican-seasoning>



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Tajín Spice World Kit



Next Kit: October 25
Pumpkin Spice



Ingredients



The Spruce Eats / Theresa Chiechi

Uses

Veggie Pick-Me-Up: Add the kicky spice blend to veggies, giving a boost of flavor to your salads and sides.

Tajín is perfect paired with raw, sliced cucumbers, carrots, or jicama, but works equally well sprinkled over grilled or roasted veggies too. Don't be afraid to experiment! Sprinkle it over your roasted or grilled, buttered corn; or if you are making elote, a popular the Mexican street food, it's the perfect finishing move.



Salty-Sweet Fruit: Tajín shines when sprinkled on slices of mango, watermelon, pineapple or added to a fruit salad. Top your fruit blend before eating for visual appeal or toss the fruit in the spice mix to incorporate. Tajín is best added according to personal taste; just keep in mind a little goes a long way.



Snack Booster: The salty, sweet, and savory combo is a welcome addition to crunchy snacks of all kinds. Mix it into your roasted cashews or sunflower seeds, for a perfect nighttime snack. Top your stovetop popcorn or sprinkle it onto plain potato chips. Or try stirring it into a homemade snack mix; no matter the snack, the addition of a chili-lime kick can't be beat.



Drink Enhancer: Grab a cool beverage and top it with some Tajín for an extra kick! Substitute the salt rim of a margarita or a michelada with a spicy citrus boost. Alcohol-free beverage options that are especially tasty with a touch of tajin include lemonade, limeade, and mango-based beverages.

Protein Upgrade: Whether it's used to season ground beef for tacos or as a spice rub for your pork roast, Tajín can be used as an easy flavor shortcut for any number of main dishes. Tajín can be leveraged as an instant spice rub for beef, poultry, pork and even fish. Whether it's simple pan-seared steak, roasted chicken, or grilled shrimp skewers, the spice blend is a great go-to boost for any weeknight meal.

<https://www.myrecipes.com/ingredients/ways-to-use-tajin>