

edible JERSEY

Member of Edible Communities

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Celebrating Local Foods of the

Garden State, Season by Season

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OOH-LALA

Joseph R. Profaci joined his family's Linden-based business, Colavita USA, in 1993. Four years ago, a fortuitous meeting changed his path. "At a Culinary Institute of America conference, I met Chef LaLa. She was interested in developing a line of Latin oils."

Laura "LaLa" Diaz-Brown, a chef with a healthy approach to Latin cuisine, grew up eating her family's authentic Mexican food and knows the flavors intimately.

"The whole idea of gourmet Mexican resonated with me—with the past, with my dad, with Colavita," says Profaci. His father launched Colavita, famous for its olive oils and Italian specialty products, in the 1970s as the market began to embrace the concept of gourmet Italian food, and the younger Profaci was inspired to do the same with Latin: "Mexican food is a peasant cuisine full of flavor. You can create amazing things."

Profaci started Good Stuff Marketing, Inc., dedicating the Madison start-up to the launch of Chef LaLa sauces and marinades. In March 2011, production began.

The emphasis is on purity in Chef LaLa's products and the fresh flavors that power through. The Orange Chipotle marinade, with its fiery punch and sweet finish, is a standout, as well as the kicky Tomato-Serrano sauce.

Chef LaLa Homemade products are available at Kings, Sickles Market, Murphy's Markets, and other fine specialty food stores statewide. —M. Procopio

cheftala.com

Photographs, clockwise, from upper left: courtesy of Burt Books, New Jersey Department of Agriculture, Good Stuff Marketing, Town & Country Kitchen and Ba

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