

Locally Grown Loaiza Family Salsa

Richard and Linda Loaiza use fresh, local ingredients to make their homemade “La Casita” salsa especially flavorful.

Richard and Linda Loaiza opened La Casita Homestyle Mexican Restaurant in 1980 and always made their salsa and tortilla chips from scratch. Customers loved the fresh tastes so the couple decided to sell the restaurant and focus on building their salsa and tortilla chip business. Eventually their small business grew to include over 35 choices of salsas and chips that were sold in 600 stores. Today they make over 25 products including the original salsa they made back in their first restaurant. Richard says, “We make our products fresh, healthy, and flavorful and we operate our business with the same integrity we hope to instill in our children”.

With an abundance of tomatoes, peppers and onion from local family farms, Good Natured Family Farms persuaded Richard to use these local fresh vegetables to make his famous salsa. This partnership means that Richard can start his day by contacting local farmers and local produce auctions to find the very best quality tomatoes, peppers and onions. He then takes the vegetables to his processing plant where family members wash, peel, chop, grind, mix, slow cook and package the salsa for delivery that night or the next morning. The result is fresh, healthy award-winning salsas.

Today the Loaiza Family handcrafts three fresh salsas: Garden Fresh Mild, Chipotle Habanera and coming soon Roasted Red Pepper and Garlic. The Garden Fresh style is a wonderful blend of tomatoes, sweet bell peppers, cucumbers, celery, and herbs. This mild salsa is their original recipe salsa and is the top seller. The Chipotle Habanera is for those who seek a bolder taste. The best salsa is salsa that’s cold and fresh. Look for GNFF salsas in the refrigerated section of the produce department of your neighborhood Hen House Market and Balls Price Chopper Stores.