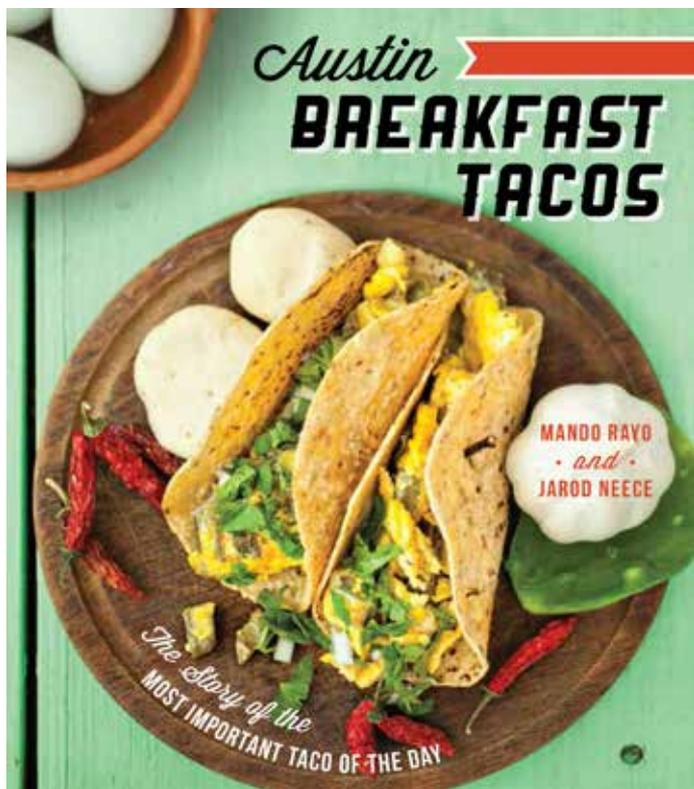


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BREAKFAST

TACO BUENO

Egg, Chorizo, potato, cheese

TACO AZTECA

Ham, Egg, Jalapeño, beans

TACO VIEJO

Chorizo, Egg, potato, beans

TACO MI MADRE

Spinach, Jalapeño, mushrooms, cheese

TACO MARGARITA

Egg, mushrooms, spinach, onion

TICO TACO

potato, beans, Avocado

TACO DON CHAGO

Bacon, Cheese, beans, Avocado

MAKE YOUR OWN TACO

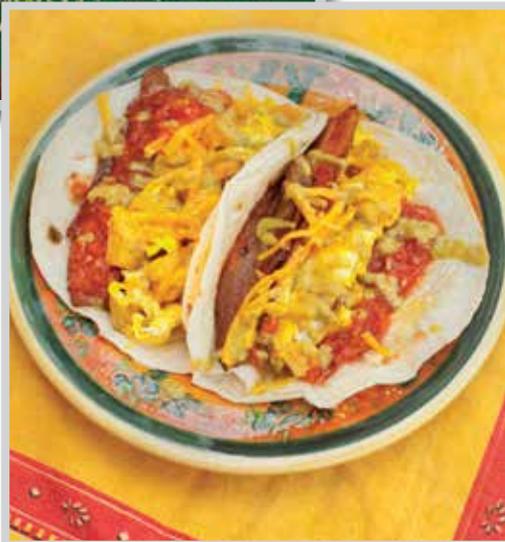
CHOICES: Egg, beans, ham, sausage, bac

mushrooms, spinach, Jalapeño, chor

Tomato, onion, cheddar, zucchini, ch

AVOCADO

SAUCE



I am pleased to announce the publication of *Austin Breakfast Tacos: The Story of the Most Important Taco of the Day* by Mando Rayo and Jarod Neece.

With a voice as flavorful and fun as their favorite Austin treat, Neece and Rayo traverse the multi-layered culture and history of the breakfast taco. They explore the origins of the breakfast taco, delving into the legend and lore of the *vaqueros* and the Texan cowboys and introducing us to the first Mexican immigrants to arrive in what is now downtown Austin.

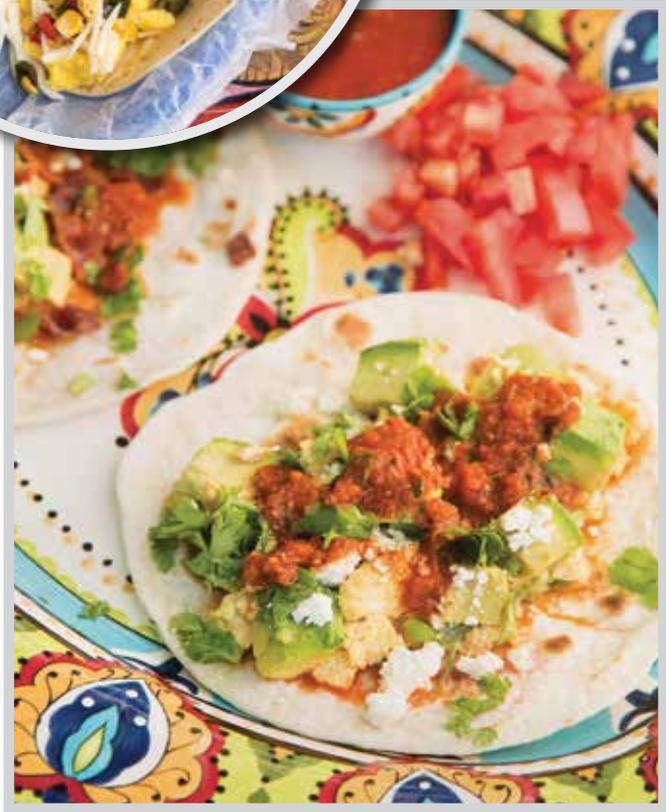
Interspersed amongst the history are the friendly faces of fellow Austinites and taco-enthusiasts who contributed their own special recipes for the breakfast taco. Colorful and bursting with flavor, each of these recipes is rich, delicious and one-of-a-kind.

Authors Mando Rayo and Jarod Neece have written a book on the Austin breakfast taco as colorful and zestful as the taco taste creations they love. *Austin Breakfast Tacos: The Story of the Most Important Taco of the Day* will retail for \$14.99 and will be available online at www.historypress.net.

Many thanks,

Katie Parry

Publicity at The History Press



HOLD BREAKFAST IN YOUR HAND, AUSTIN STYLE

Fresh tortillas, fluffy huevos con bacon and spicy salsa—good morning, Austin. Or good afternoon, evening, night—whenever! From taco tailgates to taquerias, there is a taco for every occasion and persuasion. Some say that it was born in the days of cowboys and *vaqueros*, and others say it was a creation of the Tex-Mex culture, but one thing is certain: the breakfast taco has taken over the Capital City. From South Congress to North Austin, neon and chalkboard signs tempt hungry passersby with their best morning-time handheld bites. With over forty breakfast taco recipes, Mando Rayo and Jarod Neece investigate (and masticate) the history, culture and traditions of that indelible and delectable Austin treat: the breakfast taco.

THE HISTORY PRESS IS PROUD TO PRESENT THIS NEW TITLE:

AUSTIN BREAKFAST TACOS: THE STORY OF THE MOST IMPORTANT TACO OF THE DAY

BY MANDO RAYO AND JAROD NEECE

978.1.62619.049.8 { Paperback, 192 PAGES, \$14.99 }

JULY 9 | 2013

ABOUT THE AUTHORS

MANDO RAYO is a Latino engagement strategist and a self-appointed taco journalist. Mando was part of the team that developed the Social Revolución, the official Latino event at South by Southwest Interactive Festival and is a frequent presenter at national conferences, including SXSW Interactive Festival, and Hispanicize, and has been featured in the *New York Times* and on NPR's *All Things Considered*.

Mando hails from the West Texas town of El Paso, aka El Chuco. Mando lives in East Austin with his familia; he's married to Ixchel Granada de Rayo and has two lovely kiddos, Quetzal Trinidad Rayo and Diego Armando Tenoch Rayo, and a chicken named Elmo.

JAROD NEECE moved to Austin, Texas, to go the University of Texas, where his taco palate evolved over the years. Working in restaurants after college provided him a glimpse into the late-night breakfast tacos at La Mexicana and the "Best Reason to wake up before 3:00 p.m.," the Original Tamale House on Airport Boulevard.

Jarod worked at SXSW, where he met Justin Bankston, co-creator of TacoJournalism.com. The rest, as they say, is taco history, and his love for the tacos has never died. Every day, he drives past a new taco truck or restaurant and wonders if that taco is his new favorite.

<http://tacojournalism.blogspot.com>



Excerpt from Austin Breakfast Tacos

PART I

AUSTIN, TEXAS

THE BREAKFAST TACO CAPITAL OF THE WORLD

AUSTIN'S LOVE OF THE BREAKFAST TACO



Austin: the Breakfast Taco Capital of the World? Hell yeah it is! And why not? The people of Austin love their breakfast tacos; they love them in the morning, for lunch, when they're hungover, at midnight, on the streets and in *abuelita's cocina*! Wherever you go in Austin, you'll find taqueros creating a plethora of the breakfast creations that are part of the culture of Austin. We've got so many people making breakfast tacos that people were going crazy when they heard of the bacon shortage of 2012. Not only do we have traditional taqueros making them, but we also have pit masters, restaurateurs and all kinds of taco-making cooks hookin' up breakfast tacos for the people of Austin. Last time I checked, we had over 370 places in Austin that serve breakfast tacos. Shoot, as I'm writing and enjoying a *cafecito* at Benu Coffee, I might just get one right now. Yeah, that's also a big thing in Austin. Coffee shop tacos.

Why do we love the breakfast taco? I think it's a mix of things. We love the simplicity of the breakfast taco, the options, the comfort it gives us in our bellies and, of course, *los huevos*. Gotta have eggs for breakfast, right? But not necessarily in the morning. You can have breakfast tacos at almost any time of the day, and for a lot of Austinites, after a long night working, at a show or just going out, they really hit the spot, whether you wake up at 8:00 a.m., 2:00 p.m. or even 6:00 p.m.

When in Austin, do as Austinites do. Eat barbecue, listen to live music, hang out in the East Austin bar scene (yeah, just ask *los hipsters*) and eat lots of breakfast tacos. *La cultura de Austin* is to do just that, and there are many reasons why Austinites are avid taco fans. Yes, we're a university town; we do have our share of college tacos, and students eat them up because they're cheap, quick and easy to handle. The affordability factor is a big one. You can still get breakfast tacos for one to two dollars in the east side, and that meal can get you through lunchtime. We're also an open people—or, as we say, we like to “Keep Austin Weird.” (Yes, I'm going there because it's true!) I like to think that Austin has an openness to it. We're somewhat of a metropolitan city (at least we're getting there), and most cities like Austin are more open to new experiences, new cultures and new people. We aren't afraid of trying new things. That's pretty good for Texas, right? Our willingness to try new things is one of the reasons we love the breakfast taco. Being close to the border helps, too. Whether it's taco trailers or brick-and-mortar restaurants, we've experienced the influence of Mexican and Latino immigrants, Tejanos, Mexican-Americans and Chicanos in the city. And what do we do? We accept their (and my) taco ways with open arms! And for that, I thank you, Austin.

Part Mexican, part American and 100 percent Tejano, breakfast tacos are a unique food that can only be found in Texas, and we love to tell the world about them. Just like with pizza in New York, hot dogs in Chicago, *cabrito* in the Rio Grande Valley, puffy tacos in San Antonio, Chico's Tacos in El Paso and Dallas's Gas Station Tacos, it is the people's love of the food that makes them and their cities popular. Now, the breakfast taco may not have originated in Austin, but it's the love affair that Austinites have with the handheld food that makes it so popular. People of Austin love it so much that they're broadcasting it to the world, and now anyone visiting Austin—from New Yorkers to TV show celebs to Californios—have to have breakfast tacos. It's the many breakfast taco options and plethora of people who love them that really make Austin the Breakfast Taco Capital of the World.

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