

DEPARTMENT OF LATINA/LATINO STUDIES

ROLANDO HINOJOSA-SMITH, JR. LECTURE SERIES

TACO USA: How Mexican Food Conquered America



GUSTAVO ARELLANO

writer, syndicated columnist, newspaper editor, syndicated columnist, and lecturer in Chicana and Chicano Studies department at California State University, Fullerton

Wonder why Mexican food is so popular? Why the margarita is America's top-selling cocktail? Why Taco Bell is a multibillion-dollar industry? Find those answers and more when Gustavo Arellano, author of "Taco USA: How Mexican Food Conquers America," spills the beans on America's favorite ethnic food. Salsa bar not included.

Gustavo will also speak at a **Lunch n' Learn at La Casa Cultural Latina on Thursday, April 11, 12:00-1:00pm.**

You can read more from Gustavo at ¡Ask a Mexican! with Gustavo Arellano Facebook page and his Twitter handle @gustavoarellano

Wednesday, April 10, 2013

4:00pm

1090 Lincoln Hall

Co-sponsor: La Casa Cultural Latina
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