

OPENINGS

Introducing: Mad Mexican, the Toronto salsa company's new restaurant and retail store in Baby Point



Name: Mad Mexican

Neighbourhood: Baby Point

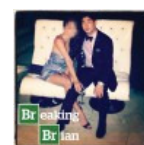
Contact Info: 383 Jane St., 647-352-2555, madmexican.ca, @MadMexicanFood

Owner: Jose Hadad, creator of the Mad Mexican line of dips and sauces

Chefs: Jose Hadad

The Place: Ten years ago, Jose Hadad was mashing avocados in his kitchen. Today, he has two restaurants (the other is Frida on Eglinton Avenue West), and his Mad Mexican product line is on shelves across the GTA. The brand's new Baby Point headquarters is a restaurant and retail store in one. A handful of tables and stools cater to eat-in customers, and display cases display salsas, dips and guacs. Glass doors give shoppers a peek at the bustling kitchen where a team of cooks chops tomatoes and onions to sexy Latin beats.

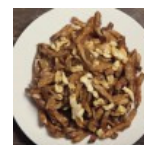
The Food: The chalkboard menu above the counter lists a handful of tacos, tortillas, and Mexican dishes, like *sopa de tortilla* (tortilla soup) and *choriqueso*, a sizzling skillet of chicken and bubbling Oaxaca cheese. For dessert, there's rice pudding spiked with Mexican vanilla and raisins.



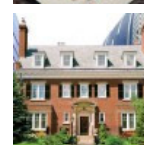
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portrait of a
master and
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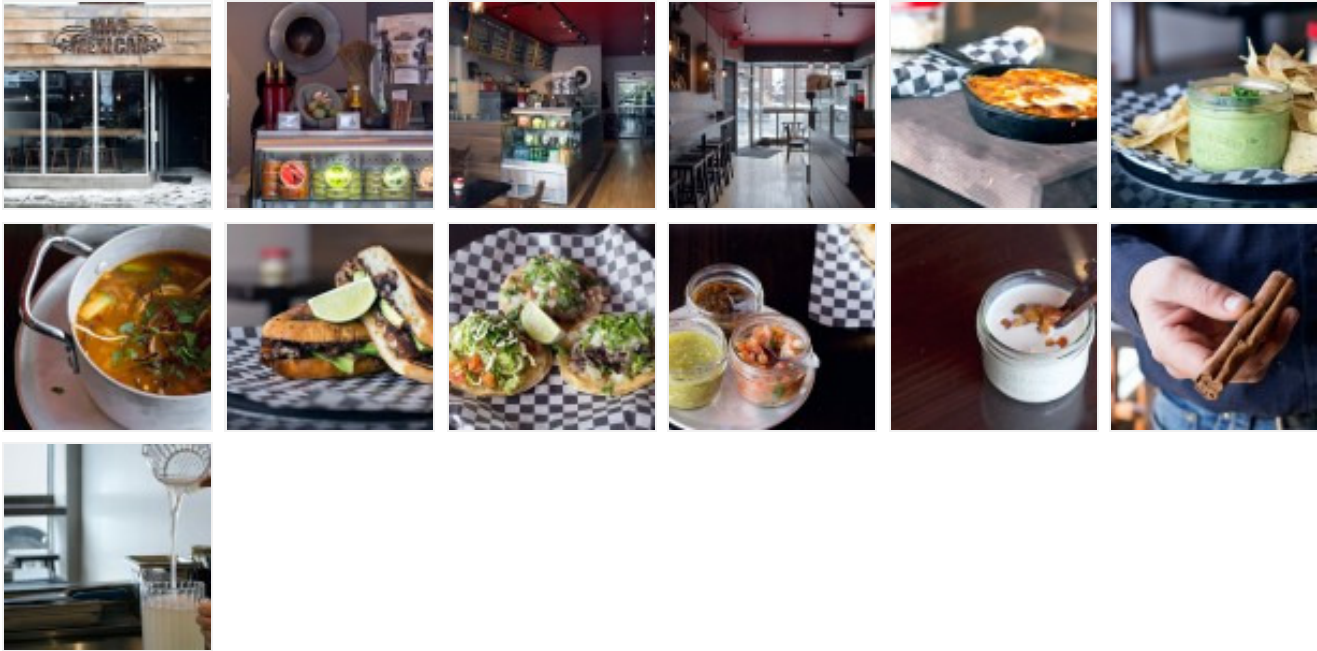
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Recommended

The Drinks: Dos Equis and Sol beer are available by the bottle. Non-alcoholic options include fresh-squeezed orange juice and lemonade.

The Numbers:

- 800 avocados per day
- 100-plus stores across the GTA sell Mad Mexican guacs and salsas
- 24 seats
- 8 tacos on the menu
- 1 hand-carved leopard head from Yucatan



by **Jackie Pal**

February 5, 2014 at 12:23 pm

TAGS

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