

## Adela Durazo, Durazo's Poco Loco Salsa



If you have gone to any farmers market in the area over the last 13 years you will have no doubt tasted Durazo's Poco Loco Salsa—hot, medium and, por supuesto, for the very brave, *stupid hot!* You may have also met the salsa lady herself, Adela Durazo. Adela and her salsa has become a farmer's market fixture. Durazo's Poco Loco Salsa will be 14 years old in November and they are still serving up batches of the same three salsas she began with. Fresh salsas with 10 varieties of chilies combining fruit: peaches, pineapple and mango in three varieties to tempt almost any chile connoisseur and adding to her selection over the years, pico de gallo, guacamole, ceviche with crab and shrimp, and for now, a crab and shrimp dip.

Adela took her salsa with her to every imaginable function; parties, potlucks, company parties and people would ask "where's the salsa?" People began to expect it and crave it. Adela realized she had something and she decided to try and take a chance at selling her salsa to the public. Her first attempt was with friends at a craft fair, she brought along salsas and sold out in an hour. She began researching farmers markets and began attending the then Downtown Alliance Farmers Market in Tucson 13 years ago. From there she met a lot of people, made friends and began to get connected to the other farmers markets around the city of Tucson.

Working for someone else has never appealed to Adela or many of her other family members either. Entrepreneurship runs in the veins. Adela's father, owned an architecture firm where she worked as an office manager until she was really ready to launch the salsa as a full fledge business. It may have helped too that she got her degree in business. Adela does have interest in and passion for criminal justice and forensics. But when she wanted to begin a family she realized that criminal justice and forensics were not for her—at least not at that time. When her son Angel was only 5, he went along with her to all of the markets and today he has graduated and helps her periodically.

So what's next? Adela has had opportunities in the past to scale up, to get bigger, but her heart is in the one-on-one interaction with the customer and at this time she keeps all of her recipes in her head! At any time she may be working on a new product that she has developed and tested, and who knows, you will probably be seeing it soon at the markets. Adela is also writing down many of her recipes and compiling them for a recipe book that she hopes to publish someday.

