

Yucatan salad with fruit, veggies, and a bit of spice

By Susie Iventosch



Chocolate cake

Photos Susie Iventosch

We were serving our Citrus Trio Turkey Tenderloin (Lamorinda Weekly August 19, 2020 issue) for a dinner party last week, and were coming up short on what to serve as a salad with it. The marinade for this turkey dish is vibrant and zesty with lime, lemon, and orange juice, plus lots of different spices! We wanted something equally bright and fruity, while still being a little bit

spicy. So, we set about finding a fun recipe that would complement the main course and discovered the idea of a Yucatan salad, made with a variety of fresh cut veggies, cabbage, lettuce, fresh pineapple, avocado, and lots of fruit juices including grapefruit. We absolutely loved this combination, and it was perfect with the turkey.

We also had a little bit of extra salad dress-

ing, so we marinated shrimp in it and barbecued it along with a little bit of blue cheese in a tin for an appetizer. And, if you are looking for a fun complementary cocktail, especially

with the warmer weather coming, try our Yucatan Martini! It's also made with plenty of fresh squeezed citrus juices. You'll definitely get your share of Vitamin C with this dinner!



Susie can be reached at suziventosch@gmail.com. This recipe can be found on our website: www.lamorindaweekly.com. If you would like to share your favorite recipe with Susie please contact her by email or call our office at (925) 377-0977. Or visit <https://treksandbites.com>

Yucatan Salad

INGREDIENTS

- 1/2 jicama
- 1/2 red bell pepper
- 1/2 orange bell pepper
- 1 head romaine lettuce, chopped
- 1 1/2 cups finely shredded green cabbage
- 1 cups mixed baby greens (or arugula)
- 1 cup fresh cilantro leaves,
- 15 cherry tomatoes, halved
- 1/2 cup diced fresh pineapple
- 1 avocado
- 1 ear grilled corn, cut off the cob
- Garnishes: lime wedges, avocado slices and crispy tortilla strips

Dressing

- 1/2 cup olive oil
- 2 tbsp. red wine vinegar
- 2 tbsp. white wine vinegar
- 1 tbsp. Lime juice
- 1 tbsp. grapefruit juice
- 1 tbsp. orange juice
- 2 tsp. lemon juice
- 1 1/2 oz. feta cheese
- 1 1/4 cups loosely packed fresh cilantro leaves
- 1/2 tsp. cumin
- 1/2 tsp. Spanish paprika
- 1/2 tsp. pink Himalayan salt
- 1/4 tsp. fresh ground pepper
- 1/3 jalapeno, diced
- 1/2 chipotle pepper in adobe sauce, smashed

DIRECTIONS

To make the crispy tortilla strips, cut your corn or flour tortillas into two-inch strips about 1/4-inch wide. Heat a little bit of olive oil in a skillet and add the tortilla strips. Cook over medium-low heat until golden brown and crispy. Remove from heat and set aside.

Place all ingredients for the dressing in a mini food processor and blend until smooth. Set aside and refrigerate until ready to serve.

Place romaine lettuce, cabbage, and baby greens in the bottom of a large salad bowl. Layer the remaining ingredients on top. Gently toss with dressing and garnish each serving with extra avocado, a lime wedge, and crispy tortilla strips.

Yucatan Martini



INGREDIENTS per drink

- Fresh Squeezed Juices:
- 1 tbsp. grapefruit juice
 - 1 tbsp. orange juice
 - 2 tsp. lime juice
 - 1 tsp. lemon
 - 2 oz. gin
 - 1/2 crushed ice
- Garnishes:
- 5-10 juniper berries
 - 1 slice or twist each: grapefruit, orange, lemon, and lime
 - 1 sprig cilantro

DIRECTIONS

Set up your glass with the juniper berries in the bottom of the glass. Place crushed ice, juices, and gin in a martini shaker. Shake until icy cold. Pour over juniper berries and watch the berries float to the top. Then garnish with fruit slices and cilantro. Cheers!

'Business in the Digital Age' presentation

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With LinkedIn, use thought leadership (popular content); collaborative articles; and strategic engagement with other businesses that may have commonalities with yours.

Weider also discussed the "Do's and Don't's" of converting an audience to your site. "Do" call to action; respond to messages; re-share your content in stories, groups, etc; add links to stories whenever possible; and utilize creative strategies to draw engagement by having contests, give-aways, or special offers. "Don't" direct-message individuals who did not engage beyond a Like; don't rely on your social media platform as your primary selling tool; and don't wait and assume customers will magically appear.

The importance of social media ads was Weider's next topic, and he recommended a Facebook and Instagram business page; a Meta Ads Manager; photo/video content; a landing page/lead form; and targeting geography, demographics, interests, and custom audience. With LinkedIn, businesses should run ads on the LinkedIn page, as well as follow the model set for Facebook and Instagram.

Weider also touched on a Google business pro-

file and how to use it. A business's Google ranking is based on how much activity is on its Google profile. As such, it is important to ask customers to leave a review, which these days rank higher in importance than Yelp. PPC (Pay Per Click) ads, their cost and factors to consider (audience behavior, goals, and your return on investment); and Google Local Services Ads were also mentioned.

"In our role as the Chamber of Commerce, we advocate for all types of organizations, and it's important to the Chamber that we help them spread the word about their organizations, facilitate their branding needs, and, most importantly, help them communicate with their clientele and one another," said Bidstrup. "If we can get more organizations up and proficient on social media, dialed in to the (free and paid) specifics of what Google can do for them, and understanding the digital marketing tools that might work for their specific organizations, it will be easier for people to find resources in our community, hear about interesting events and opportunities, and really share in the richness of Moraga and Lamorinda as a whole."



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