



FOR IMMEDIATE RELEASE:

Contact: Jenny Green
Communications Specialist, New Mexico Department of Agriculture
jgreen@nmda.nmsu.edu
Office: 575-646-3060
Cell: 575-202-4249

Nov. 22, 2023

**New Mexico Department of Agriculture presents second edition
of New Mexico Taste the Tradition Holiday Lookbook**

The 58-page holiday gift guide highlights New Mexico products

[Haga clic aquí para español.](#)

LAS CRUCES, N.M. – With the holiday season right around the corner, it is time to start thinking about gifts for your loved ones, making it the perfect time to shop local. The New Mexico Department of Agriculture (NMDA) presents the second edition of the New Mexico Taste the Tradition Holiday Lookbook to help you explore the unique gifts found in the Land of Enchantment.

The New Mexico Taste the Tradition Holiday Lookbook is a 58-page online gift guide that highlights products grown and made in the state. From pecans to chile, New Mexico farmers, ranchers and processors provide quality products for everyone to enjoy, both near and far.

Jeff Witte, New Mexico Secretary of Agriculture, encourages everyone to explore this lookbook and shop the products highlighted inside in time for Small Business Saturday Nov. 25.

“NMDA is pleased to present the 2023 New Mexico Taste the Tradition Holiday Lookbook, which features unique New Mexico products that highlight the state’s traditions, especially during the magic of the holiday season,” said Witte. “All of the products in this book come from local businesses that are backbone of New Mexico’s economy. I encourage you to take a look, shop local and share all that makes New Mexico the special place that it is.”

The 2023 lookbook includes companies that were featured in this year’s Country Store at the New Mexico State Fair in Albuquerque.

One of the companies featured in the lookbook is Snugglecubs Cookies. Based in Albuquerque, Snugglecubs Cookies is a family-owned and -operated company that started from one simple recipe.

“We’re delighted to be a part of the NEW MEXICO—Taste the Tradition program,” said Snugglecubs Cookies owners Bill and Sue Slauson. “Snugglecubs’ journey as a member has been proof of the power of collaboration, and it’s great to be able to participate in a collective project

like this lookbook. Take a look and join us in celebrating the sweet taste of tradition and the joy of giving back this holiday season.”

The lookbook features more than just New Mexico products. On pages six and eight of the book, you can learn about NEW MEXICO—Taste the Tradition Chef Ambassadors Jon Young and Jordan Isaacson. The chefs, who were selected to the second class of NMDA’s NEW MEXICO—Taste the Tradition Chef Ambassador program at the beginning of 2023, help bring to life New Mexico’s holiday traditions through one-of-a-kind recipes and cooking demonstrations.

Starting on Thanksgiving Day, the lookbook can be viewed on the [Elevate New Mexico Agriculture website](#).

###

Find us at:

NMDeptAg.nmsu.edu

Facebook, Twitter and Instagram: @NMDeptAg

YouTube: NMDeptAg

LinkedIn: New Mexico Department of Agriculture



*TRADITIONS OLD
AND NEW*

HOLIDAY LOOKBOOK 2023

Cutline: The New Mexico Department of Agriculture presents the second edition of the New Mexico Taste the Tradition Holiday Lookbook to help you explore the unique gifts found in the

Land of Enchantment. From pecans to chile, New Mexico farmers, ranchers and processors, provide quality products for everyone to enjoy, both near and far. (Photo courtesy of Media Matched)