Gustavo Arellano’s ¡Ask a Mexican! column has a circulation of more than two million in thirty-eight markets (and counting). The column won the 2006 Association of Alternative Newsweeklies award for the best column in a large circulation weekly. He has received the President’s Award from the Los Angeles Press Club, an Impact Award from the National Hispanic Media Coalition, and a 2008 Latino Spirit Award from the California State legislature. Arellano has appeared on the Today show, Nightline, NPR’s Talk of the Nation, and The Colbert Report. He is the editor of the OC Weekly, an alternative newspaper in Orange County, California, and a contributing editor to the Los Angeles Times Op/Ed pages.

Arellano will present his new book “Taco USA: How Mexican Food Conquered America” —an entertaining, tasty trip through the history and culture of Mexican food in this country. When salsa overtook ketchup as this country’s favorite condiment in the 1990s, America’s century-long love affair with Mexican food reached yet another milestone. In seemingly every decade since the 1880s, America has tried new food trends from south of the border. As a result, Mexican food dominates American palates to the tune of billions of dollars in sales per year. It’s a little-known history, one that’s crept up on this country like your Mexican neighbors—and left us better for it.

Co-presented with The Southwest Center/UA and

Arellano will hold a special fundraiser for Tucson Meet Yourself on Sunday, April 15, 4pm at La Cocina at Old Town Artisans. Tickets are $25 and include host taco bar. For tickets and information call 520-621-4046 or contact mia@tucsonmeetyourself.org

Monday, April 16, 2012
12 –1pm
Kiva Auditorium, Student Union