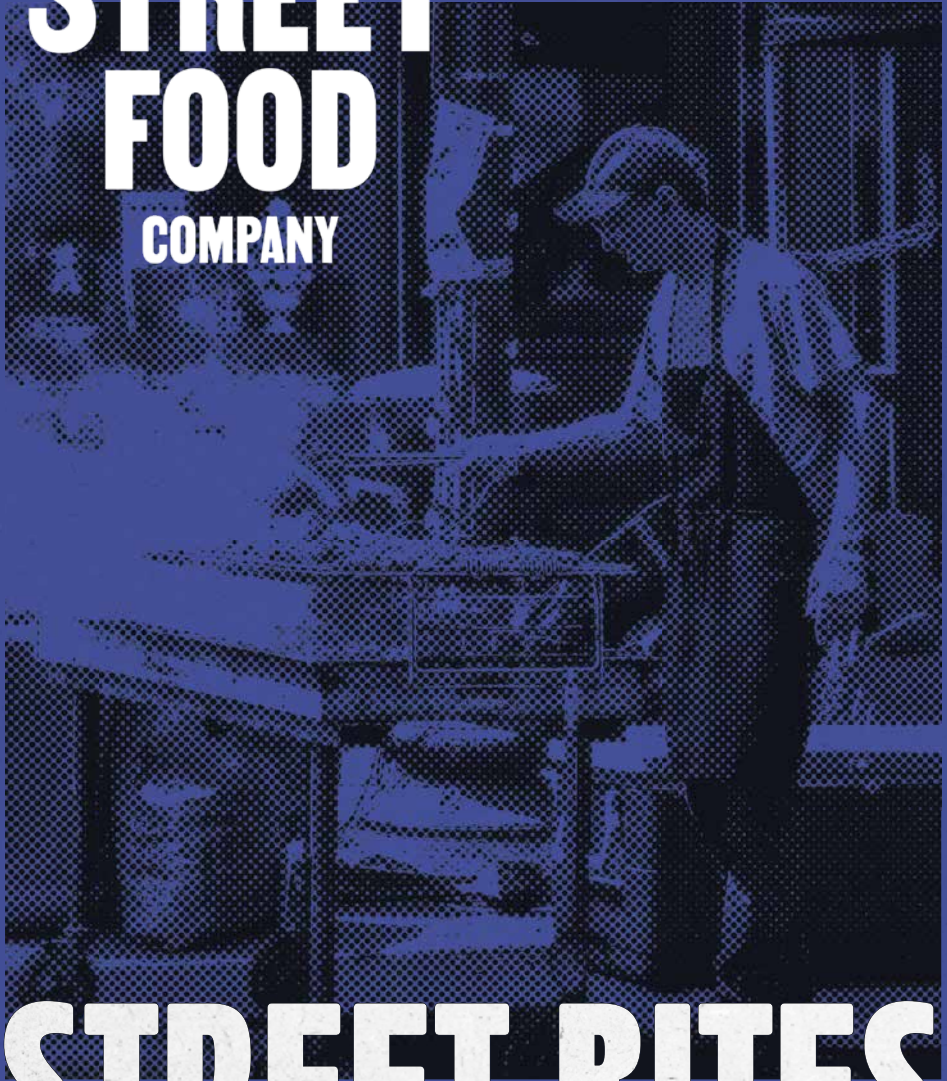


THE  
**STREET  
FOOD  
COMPANY**



**STREET BITES**  
**NORTH AMERICA**



# NORTH AMERICA ISSUE



# HELLO,

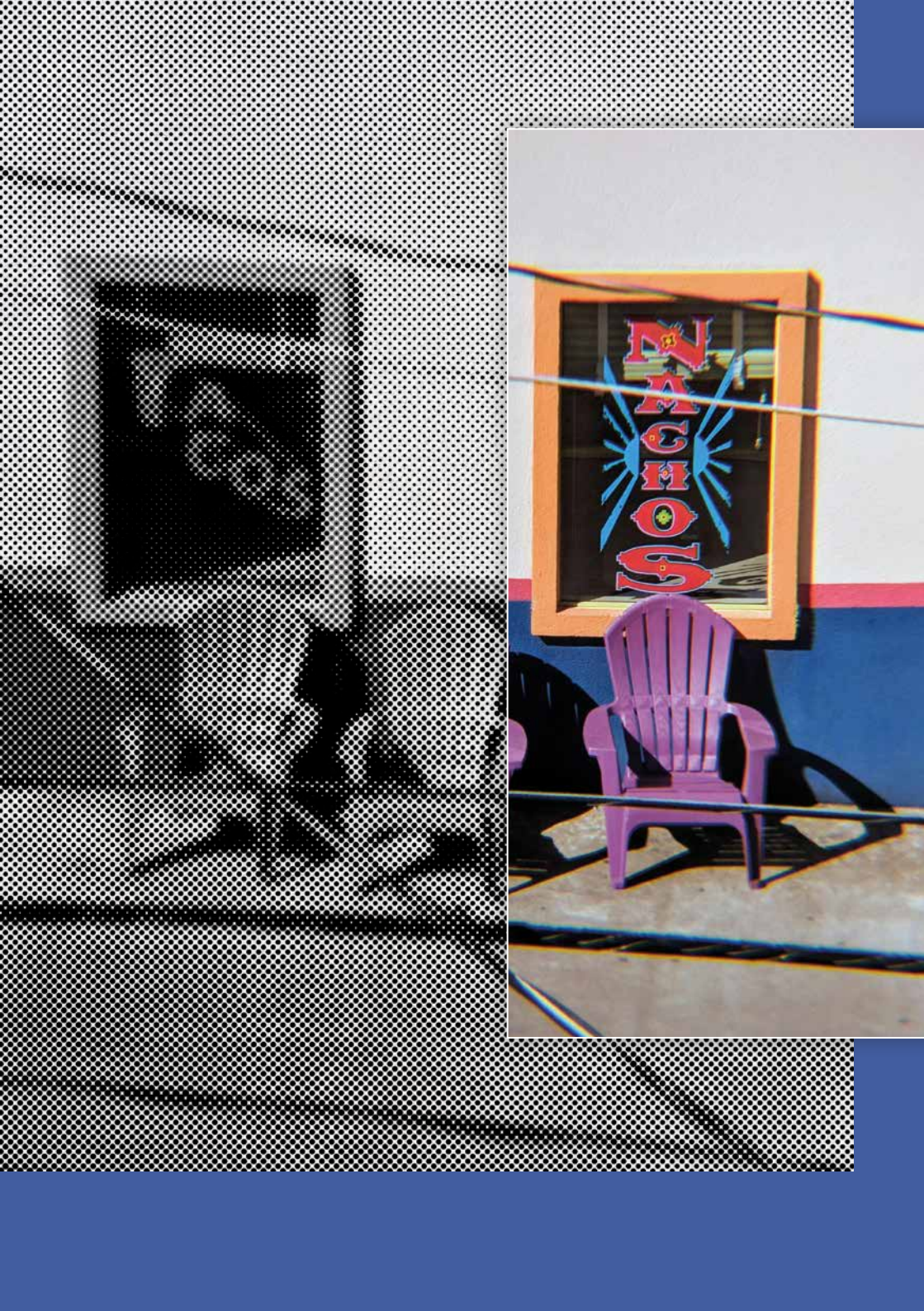
North America eats out loud. In the bustling corners of Mexico City and the food markets of Montreal, energy pulses where street carts, family-run kitchens and night markets meet. These are the places where summer parades bring people together over bold flavours and shared experiences. Here, food is as much about the people as it is about the flavour.

This book explores the landscape, celebrating ingredients and the moments that shape how the continent eats. Every page highlights the culture that makes North American life so vibrant and we hope these stories, recipes and snapshots inspire you, whether you are introducing street favourites to your menu or taking these global flavours and putting your own spin on them.

Join us in this journey and get inspired by the streets.



THE  
**STREET  
FOOD**  
COMPANY





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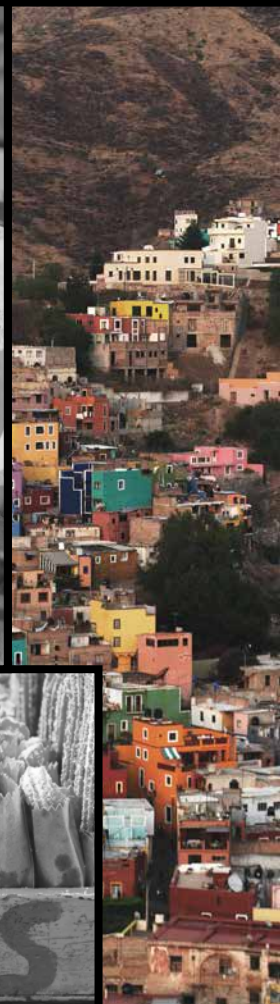
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*STREET FEASTS*



# Diner

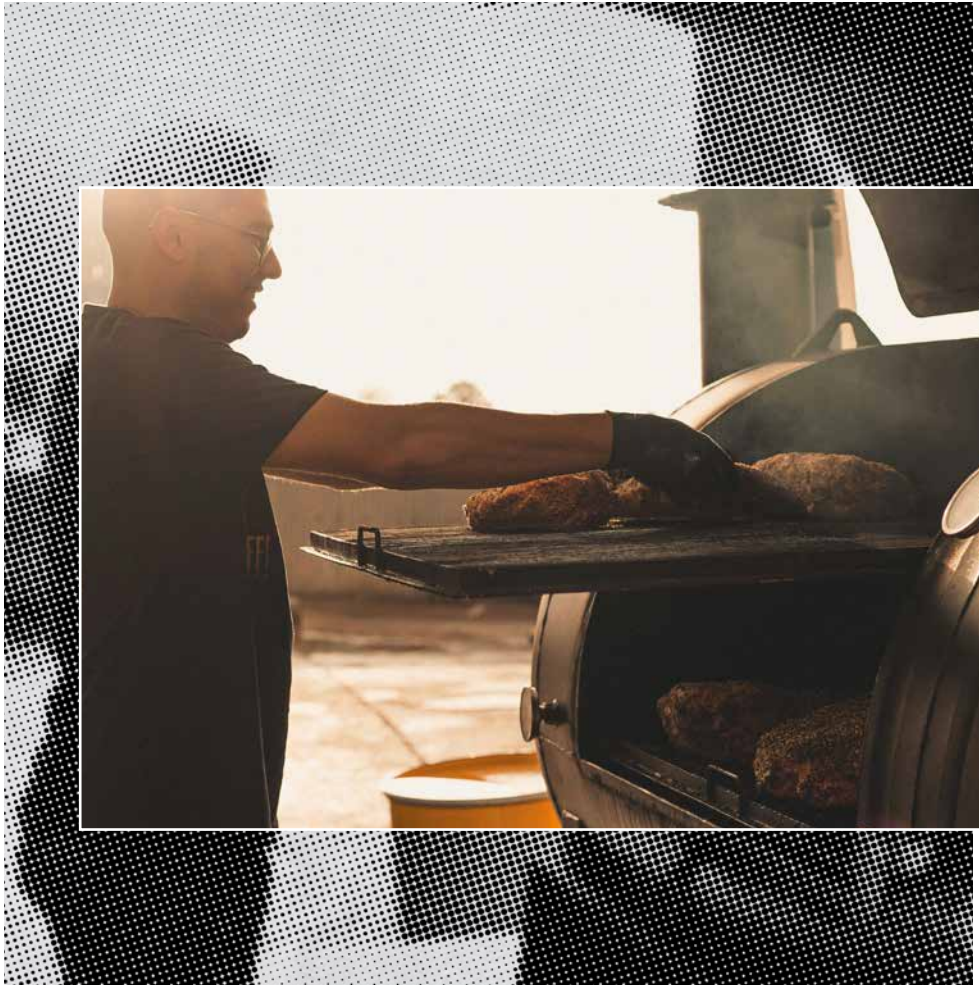




# THE LAY OF THE LAND

North America doesn't eat quietly, it's vast and full of history on the table. From casual diners and bustling food markets to refined restaurants and street-side stalls, the way people eat here reflects a continent built on scale, movement and flavour.

In Mexico City taquerias spill onto the pavement, tortillas puffing on hot metal plates while salsa stains paper napkins red and green. Over in Austin brisket smokes low and slow before being sliced to order, the aroma drifting down the street long before you reach the door. Los Angeles hums with queues outside food trucks serving birria tacos dripping with rich consommé, while along the Canadian coast shacks crack open fresh lobster tucked warm into buttered rolls and eaten with salty fingers by the water.



Eating out mirrors that same energy, whether it's diners where coffee never stops flowing, Caribbean takeaways sending out jerk chicken slick with spice and smoke, or backyard gatherings that begin with a grill and end with music and drinks pulled from coolers. Migration has shaped every menu, layering Indigenous traditions with African, European, Asian and Latin American influences so naturally that the lines blur.







Flavour shifts with the landscape. In Oaxaca, dried chillies and toasted seeds are ground into sauces that simmer for hours until deep and complex. In Louisiana, gumbo bubbles thick with seafood and sausage ladled out steaming into deep bowls, while in New York a few city blocks can take you from a Jewish deli carving pastrami to a late-night pizza slice folded in half. Further north in Québec, French technique lingers in savoury pies, glossy sauces and maple-laced desserts built for colder days.

Street food runs through it all and sits comfortably beside neighbourhood restaurants and modern fast-casual spaces. The thread that ties it together is generosity, personality and food that's bold, often messy but always social.





# LOUISIANA FISH FINGER PO'BOY

INSPIRED BY KILLER PO-BOYS EATERY IN NEW ORLEANS,  
A BRIOCHE FISH FINGER PO'BOY SANDWICH TOPPED  
WITH A CHIMICHURRI REMOULADE

Serves: 1 Portion  
Chilli: 2 Medium

## INGREDIENTS

2-3 fish fingers  
1 brioche hotdog roll  
Shredded lettuce  
Sliced tomato

## Dressing

20g **Street Food Cuban Chimichurri**  
20g Greek yoghurt

## METHOD

1. Prepare fish fingers as per packet instructions.
2. Combine dressing ingredients.
3. Warm roll and add shredded lettuce, tomato slices and fish fingers. Top with dressing and serve.

# HOT SPOTS

In Guadalajara, mornings revolve around Mercado San Juan de Dios, the largest indoor market in Latin America and a powerhouse of Jalisco cooking. Stalls ladle out birria rich with chilli and spice, served with hot tortillas and sharp lime. Tortas ahogadas arrive drenched in brick-red sauce and tacos de barbacoa are filled with slow-cooked marinated meat that barely holds together. It's regional food with confidence, proud and unmistakable.

Over in Mexico City, Mercado de Coyoacán sits at the heart of one of the city's most characterful neighbourhoods. The outer stalls sell everything from woven baskets to fresh produce but it's the central food aisle that draws the crowds.

Tostadas come piled high with ceviche, octopus or shredded chicken tinga, crisp bases bending under the weight of bright, punchy toppings.

In Chicago, food identity is just as defined. At Lou Malnati's Pizzeria deep-dish pizza arrives tall and unapologetic with layers of cheese and tomato sauce baked into a buttery crust. Nearby, Italian beef shops dip sandwiches straight into savoury jus before wrapping them tight in paper. It's hearty, generous and built for cold winters.

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In Miami, neighbourhood icons such as Versailles Restaurant serve pressed Cuban sandwiches filled with roast pork slick with garlic and citrus, accompanied by cafecito poured strong and sweet. Caribbean bakeries turn out patties and pastelitos that rarely make it far before being torn open.

Further north in Montréal, the stalls at Jean-Talon Market overflow with Quebec cheeses, maple products and seasonal produce, while bagels bake

in wood-fired ovens at St-Viateur Bagel. Across in Vancouver, Granville Island Public Market draws crowds for dumplings, skewers and sweets, reflecting the city's strong Asian influence.

These hot spots are more than busy places to eat. They are cultural engines. Markets, neighbourhood institutions and long-standing family kitchens where tradition holds firm while new influences slip in naturally. What starts here rarely stays local for long.



# CINCINNATI CHILLI SPAGHETTI

**BEEF CHILLI WITH WARM SPICES ON SPAGHETTI TOPPED WITH  
CHEESE, ONION AND CRACKERS, AS SERVED IN CINCINNATI**

**Serves: 1 Portion**  
**Chilli: 1 Mild**

## **INGREDIENTS**

60g **Street Food Mexican Chilli Orange Paste**  
50g ketchup  
50g chopped tinned tomatoes  
130g beef mince  
50g tinned kidney beans  
75g dried spaghetti  
Grated cheddar and mozzarella, diced onion, mini  
cheddar crackers to garnish

## **METHOD**

1. Cook pasta as per packet instructions; set aside.
2. Heat a saucepan to medium heat; add some oil and beef mince. Stir fry for 2-3mins to brown and cook.
3. Add Mexican Chilli Orange Paste, ketchup, chopped tomatoes and kidney beans; mix well and simmer covered on a low heat for 40mins.
4. Place chilli on top of spaghetti; garnish and serve.





# INGREDIENTS THAT MATTER

## **Corn and Masa**

Corn is the backbone. In Mexico it becomes masa through nixtamalisation, unlocking both flavour and nutrition. That earthy, slightly floral aroma drifting from a tortilleria signals fresh tortillas, but masa also forms tamales, sopes, and gorditas. Heirloom varieties such as blue, red, pale yellow are making a return, each bringing its own nuttiness and texture. Here, corn isn't a side dish, it's structure.

## **The Language of Chillies**

Across Mexico and the American Southwest chillies are treated with respect. Not just for heat, they add depth, brightness and complexity. Ancho brings sweetness, guajillo

adds lift and habanero carries sharp, tropical fire. No matter if it's toasted, soaked or blended into sauces, these chillies are easily found in salsas and slow-simmered dishes.

## **Beans, Squash and the Three Sisters**

Beans and squash quietly anchor kitchens across the continent. Pinto beans simmer in roadside diners, black beans thicken hearty stews and butter beans soften in Southern pots. Squash from pumpkin to butternut, roasts sweet and caramelised or melts into soups. Indigenous communities long practised the Three Sisters growing corn, beans and squash together for balance, starch, protein and sweetness.



### **Wheat and Barbecue**

Move north into the United States and wheat comes into focus. Burger buns, pizza bases, sandwich loaves, biscuits and flaky pie crusts reflect European influence woven into everyday cooking. Barbecue traditions rely on hardwood smoke and well-marbled cuts of beef or pork, while the South leans on rice, okra and field peas rooted in African culinary history. Peanuts, pecans and sweet potatoes bring texture and subtle sweetness across savoury and sweet dishes alike.

### **Maple and the Northern Pantry**

In Canada the landscape changes the pantry. Cold waters supply lobster, crab and wild salmon. Maple syrup moves from breakfast tables into glazes and desserts, carrying notes of wood smoke and caramel that change with the seasons. Game meats and root vegetables speak to Indigenous traditions and the demands of a colder climate, while dairy runs rich from Québec cheeses to cultured butter folded into pastries. Wild rice, harvested around the Great Lakes for generations, offers a nutty, chewy note often paired with game, berries or slow-cooked soups.





# DUNKING BIRRIA TACOS

THE VIRAL PAN CRISPED TACOS FOR DUNKING INTO  
DELICIOUS GRAVY

Serves: 2x Tacos

Chilli: 1 Mild

## INGREDIENTS

20g **Street Food Mexican Chilli Orange Paste**

60g cooked pulled beef

2 x 6-inch tortillas

40g cheddar and mozzarella mix

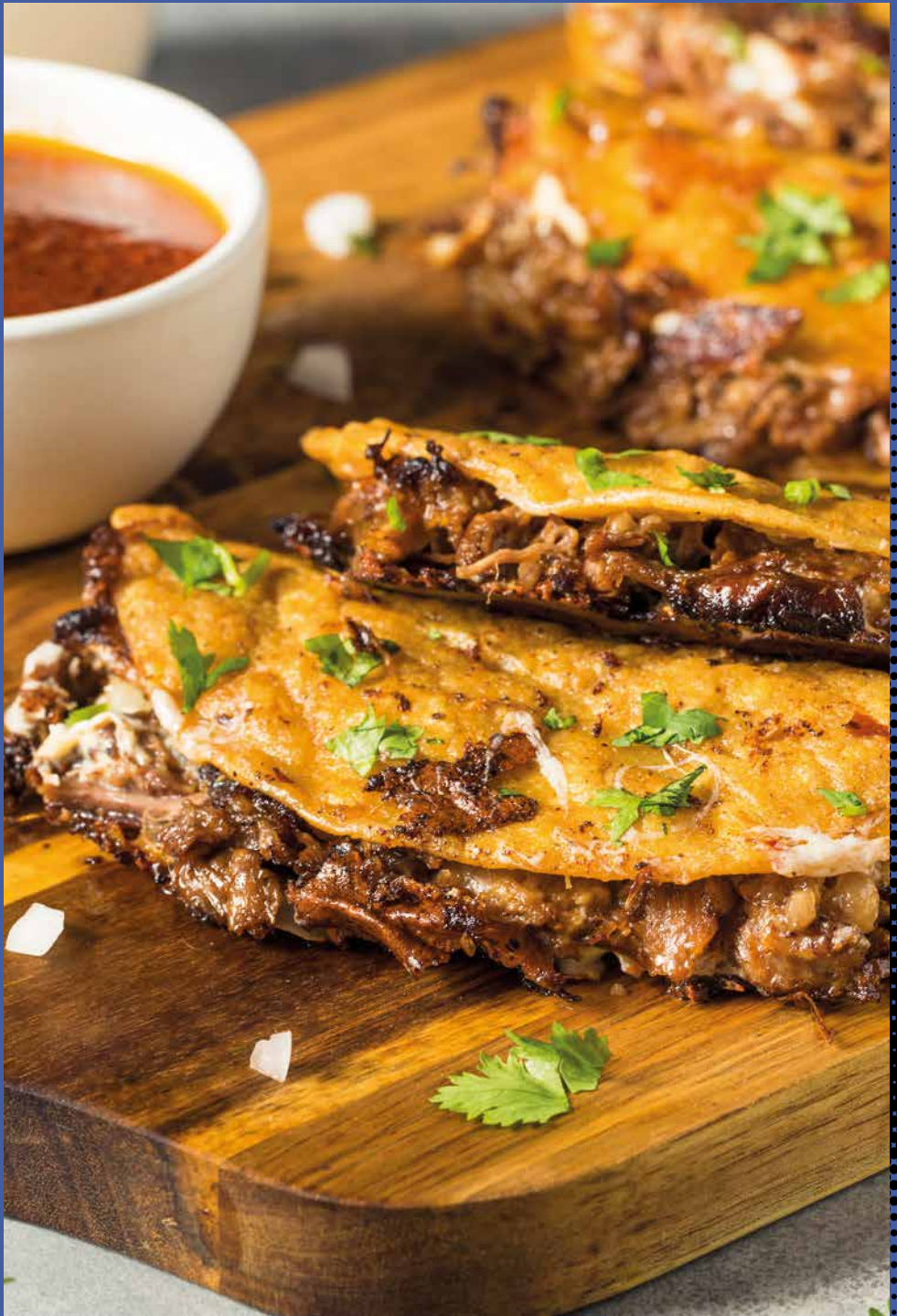
Dressing

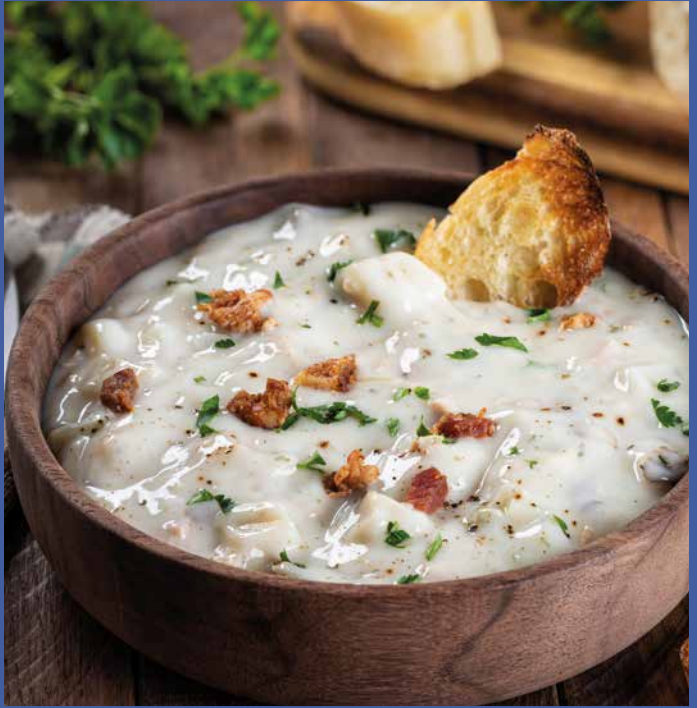
20g **Street Food Mexican Chilli Orange Paste**

60g gravy (made using gravy granules)

## METHOD

1. Toss Mexican Chilli Orange Paste with pulled beef; mix well and reheat.
2. Top tortillas with cheese then beef; fold over and pan fry or oven bake until cheese melts.
3. Combine Mexican Chilli Orange Paste with gravy; reheat. Serve at the side for customers to dunk tacos into.





# FOOD CLASSICS

If the ingredients are the foundations, these are a few of the dishes that people defend fiercely. They started as practical meals built to feed workers, families and communities without fuss and over time they became shorthand for identity.

Barbecue is a good place to start. It is not really a recipe but a commitment, meat cooked slowly over indirect heat until smoke and time do their work. Brisket with a dark crust and tender centre, ribs that pull clean from the bone or pork shredded and piled into soft bread and served with pickles and onions. Here the focus is the meat and the patience behind it.

Then there is poutine, born in rural Québec snack bars and now claimed far beyond them. It is chips, gravy and fresh cheese curds that squeak when you bite into them. It sounds straightforward and it is, but when done properly it hits something deeper.

Tacos are the heartbeat of the continent's street food. You could spend a lifetime trying them all, from the Al Pastor sliced thin from a vertical spit with a flick of pineapple, to the Birria from Jalisco that comes with a cup of rich consommé for dipping. They are fast and adaptable, built to be dressed to your taste and eaten in a few bites.

Clam chowder belongs to colder shores. In New England it comes thick and creamy, in Manhattan sharpened with tomato. Either way it is packed with potatoes and briny clams ladled into bowls. It is practical food designed to warm and sustain.

In Mexico, particularly in Oaxaca and Puebla mole is essential. A dark sauce layered with chillies, nuts, seeds and a trace of chocolate, cooked slowly until everything settles into a glossy and complex sauce. It takes days to make properly and it is usually saved for big celebrations or family Sundays.





# MEXICAN COCONUT MOLE SAUCE

A RICH FLAVOURFUL COCONUT MOLE SAUCE INFUSED WITH WARM NOTES OF CINNAMON, CUMIN AND OREGANO

# MEXICAN MOLE MELT

MEXICAN MOLE PULLED PORK SERVED IN A CHEESY MELT



**Serves:** 1 Portion

**Chilli:** 1 Mild

## INGREDIENTS

20g **Street Food Mexican Coconut Mole Sauce**  
20g mayonnaise  
2 slices brioche bread  
30g shredded cheese (cheddar and mozzarella)  
4 mild pickled peppers or jalapenos / sweet pickle  
Spreadable butter

Pulled Pork

20g **Street Food Mexican Coconut Mole Sauce**  
60g cooked pulled pork

## METHOD

1. Combine pulled pork ingredients and reheat.
2. Spread both bread slices with butter. Place buttered sides down on a lined baking tray. Spread with Mexican Coconut Mole Sauce and mayonnaise.
3. Add pulled pork, cheese and pickled peppers/pickles. Cover with other slice.
4. Pan fry or oven bake until cheese is melted and bread is golden. Slice and serve.





# SOMETHING SWEET

The sweet side of the menu is rich and full of texture made with ingredients that grow in abundance like corn, maple, pumpkin, orchard fruit and thick dairy. Desserts are built to be sliced into or scooped out, with heavy pastry holding apples baked until soft or pecans set deep into butter and brown sugar. Maple appears as a dark, reduced syrup poured onto pancakes and custards or churned into ice cream. Chocolate shows up in cookies and brownies with brittle tops that crack open to reveal soft centres, or in tall cakes layered with thick icing that settles into the crumb rather than floating on top. A different kind of experience is found in light sponges like a Tres Leches cake, which is drenched in evaporated milk, condensed milk and heavy cream until it is almost spoonable.

Texture shifts again with fried dough, such as churros rolled in cinnamon sugar for a fine, crystalline crunch or doughnuts glazed until they shine. There is a specific density to cheesecakes set firm with cream cheese, which stands in contrast to the sharp, frozen hit of paletas made from fresh mango or watermelon. Here, grain, eggs and sugar meet heat and time, turning simple pantry ingredients into something dense, moist and deeply satisfying. Nothing feels fragile, this is sweetness with substance, built to comfort and to be eaten without hesitation.



**CHURROS**



**APPLE PIE**



**PANCAKES WITH MAPLE SYRUP**



**TRES LECHES CAKE**



# TACO BROWNIE

**A RICH DARK CHOCOLATE BROWNIE PACKING THE DEEP, EARTHY, NUTTY AND WARM SPICE FLAVOURS OF MEXICAN MOLE!**

**Serves:** 6 Portions

**Chilli:** 1 Mild

## INGREDIENTS

30g **Street Food Mexican Chilli Orange Paste**  
3g Good Instant Coffee  
185g Unsalted Butter  
150g Dark Chocolate  
85g Plain Flour  
40g Cocoa Powder  
3 Large Eggs  
275g Golden Caster Sugar  
50g Roasted Peanuts or Pecans  
50g Dark Chocolate, chopped

Optional: 1 Tbsp Icing Sugar to dust

## METHOD

1. Grease a cake tin well and line with non-stick baking parchment; set aside.
2. Cut the butter into small cubes and break 150g dark chocolate into small pieces; place in a bowl. Fill a saucepan a quarter full of water and place on a stove over a low heat. Rest the bowl on top of the pan to melt the butter and chocolate, stirring occasionally to combine. Once melted, stir in the Mexican Chilli Orange Paste and instant coffee then leave to cool to room temperature.
3. Pre-heat oven to 180°C / 160°C fan. Place flour and cocoa powder into a sieve and sift into a bowl to remove any clumps. Repeat to ensure mixture is smooth.
4. Break eggs into a mixing bowl. Add sugar and, using the electric mixer, whisk on maximum speed for 6-8 mins until mixture looks pale and about doubles in volume. Add the melted chocolate mixture and gently fold together using a spatula until well combined. Go slow and gentle as you're aiming not to let too much air out of the batter.
5. Add the flour mixture and repeat the folding motion to combine until it looks fudgy. Fold in peanuts and chopped chocolate and evenly distribute. Pour mixture into the prepared tin and bake for 25 mins. Give the tin a gentle shake and if the middle bit is still wobbly, bake for a further 5 mins.
6. Place on a rack and let the brownie completely cool down whilst still in the tin. Dust with icing sugar before slicing and serving.





**THE  
STREET  
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COMPANY**

**FOOD AND FLAVOURS  
INSPIRED BY THE STREETS**

# IT'S ICONIC!

No matter where you are in the world, the little plastic stool is a true street food icon. It's where people gather to savour local flavours, share stories, and soak up the buzz of the streets. Sometimes it's a seat, sometimes a table, sometimes a helping hand for the vendor. Always simple, always practical and somehow, always there!



# LATE NIGHT BITES





After dark the energy spills from clubs onto the streets, grill smoke and frying onions hanging thick in the air. On Sixth Street in Austin and the Vegas Strip in Las Vegas, food trucks hum against the crowd and everything moves fast, from pizza slices folded down the middle on greaseproof paper to burgers grilled until their edges are crisp and the cheese melts into the meat. Over on Avenida Insurgentes in Mexico City, meat is shaved from a vertical spit onto warm tortillas, fat glistening and flavour packed with every slice. In Los Angeles Danger Dogs sizzle on griddles, bacon wrapped and topped with grilled onions, jalapeños and sauces, ready to grab outside bars and concerts.

Further north on Saint-Laurent in Montreal, steam rises from poutine trays, while in New York City Halal carts serve chicken over rice, gyros and falafel until the early hours. In Philadelphia, the late-night stop is the local favourite, a Philly cheesesteak, thin ribbons of steak chopped on the griddle and folded

with melting cheese before being packed into a soft hoagie roll. Each dish is built for speed without losing punch.

Night markets keep the streets alive, from the Richmond Night Market in British Columbia with more than 200 vendors, Queens Night Market in New York sending out Peruvian grilled beef heart and Tibetan momos to 101 Night Market in Los Angeles serving Asian-inspired street food that draws lines long into the night.

Drinks follow the same rhythm, plastic cups pouring cold lager or margaritas sharp with lime and salt to cut through grease, short pours of smoky mezcal adding heat and depth, whisky warming hands and lifting the flavour of street snacks in colder cities. It's a social, functional way of eating, a mix of salt, fat and sugar to carry you until morning. To finish the night, a burrito loaded with rice, beans, meat and cheese hits the spot, soaking up the drinks and the energy of the streets.



# COCKTAIL

## MAPLE BOURBON SOUR

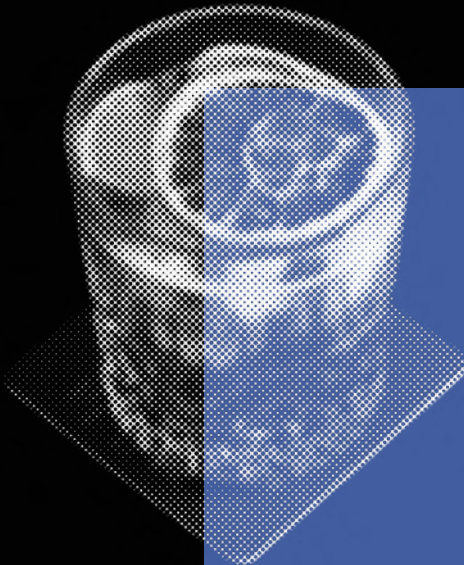
15ml fresh lemon juice  
22ml maple syrup  
1 sprig of rosemary  
60ml pure cranberry juice  
45ml bourbon  
Garnish: Cinnamon, cranberries, and rosemary

Combine the lemon juice, maple syrup and rosemary in a cocktail shaker and muddle. Add in the cranberry juice, bourbon, and ice. Shake until cold and strain into a glass filled with fresh ice. Garnish and serve immediately.

## NEON CHERRY MARGARITA

15ml fresh lime juice  
30ml cream of coconut  
15ml orange liqueur  
45ml tequila  
45ml tart cherry juice  
Rim: Agave and black salt  
Garnish: Maraschino cherries

Combine the lime juice, cream of coconut, orange liqueur, and tequila in a cocktail shaker. Fill with ice and shake until cold. Strain into a prepared glass filled with crushed ice. Slowly pour the cherry juice over the top to create a layered effect. Garnish and serve.



**CHASING THE NIGHT FROM  
COCKTAIL BARS TO PAVEMENT  
STALLS WHERE THE ICE IS  
COLD AND THE FOOD IS BUILT  
FOR THE CROWD**



LATE NIGHT BITES





# STREET FEASTS

When the roads are closed and the traffic is replaced by crowds, the food shifts from a quick fix to a central event. These celebrations are often defined by the smell of charcoal and the sound of music hitting the pavement. In New Orleans during Mardi Gras, beads catch the light while vendors pass out po' boys stuffed with fried seafood and trays of jambalaya scooped straight from wide metal pans. King cakes are sliced and shared in the middle of the street, their bright, granulated sugar coating providing a crunch against a soft, brioche-like crumb.

Cinco de Mayo fills plazas across Mexico and far beyond it with antojitos cooked in batches, tacos pressed by hand and esquites spooned into cups with lime, chilli and crumbled cheese. Later in the year in Mexico City, Day of the Dead brings pan de muerto to market stalls and cemeteries, the orange scented bread topped with bone shaped dough and eaten alongside thick, spiced chocolate that carries an earthy heat.

The scale changes at the massive agricultural fairs and exhibitions, where the food is an exercise in excess. In Calgary for the Stampede or across the state fairs of the Midwest, the deep fryer is the primary

tool. Corn dogs are dipped in thick maize batter and fried until golden, while funnel cakes are spindled into hot oil to create a tangled, crisp lattice topped with fruit or cream. It is food built for the fairground: hot, portable and unapologetically indulgent.

In the peak of summer, celebrations like the West Indian Day Parade in Brooklyn or the Caribana in Toronto turn the streets into a communal kitchen. Smoke rises from halved oil drums converted into grills, where jerk chicken is charred until the skin is spicy and blackened. It is served with rice and peas or wrapped in soft, heavy roti that has to be eaten with both hands. Nearby, corn is roasted in its husk over open flames before being stripped back and slathered in butter, lime and chilli.

Further west, summer festivals in Vancouver pull in food from across the Pacific, paper trays filled with grilled squid, bao stuffed with braised pork, skewers brushed with sweet soy and chilli. These festivals rely on the endurance of the grill and the patience of the cook, providing a steady flow of smoke and spice that keeps the crowd moving. These celebrations are a loud, sensory way of eating that turns the pavement into a dining room for a few days a year.



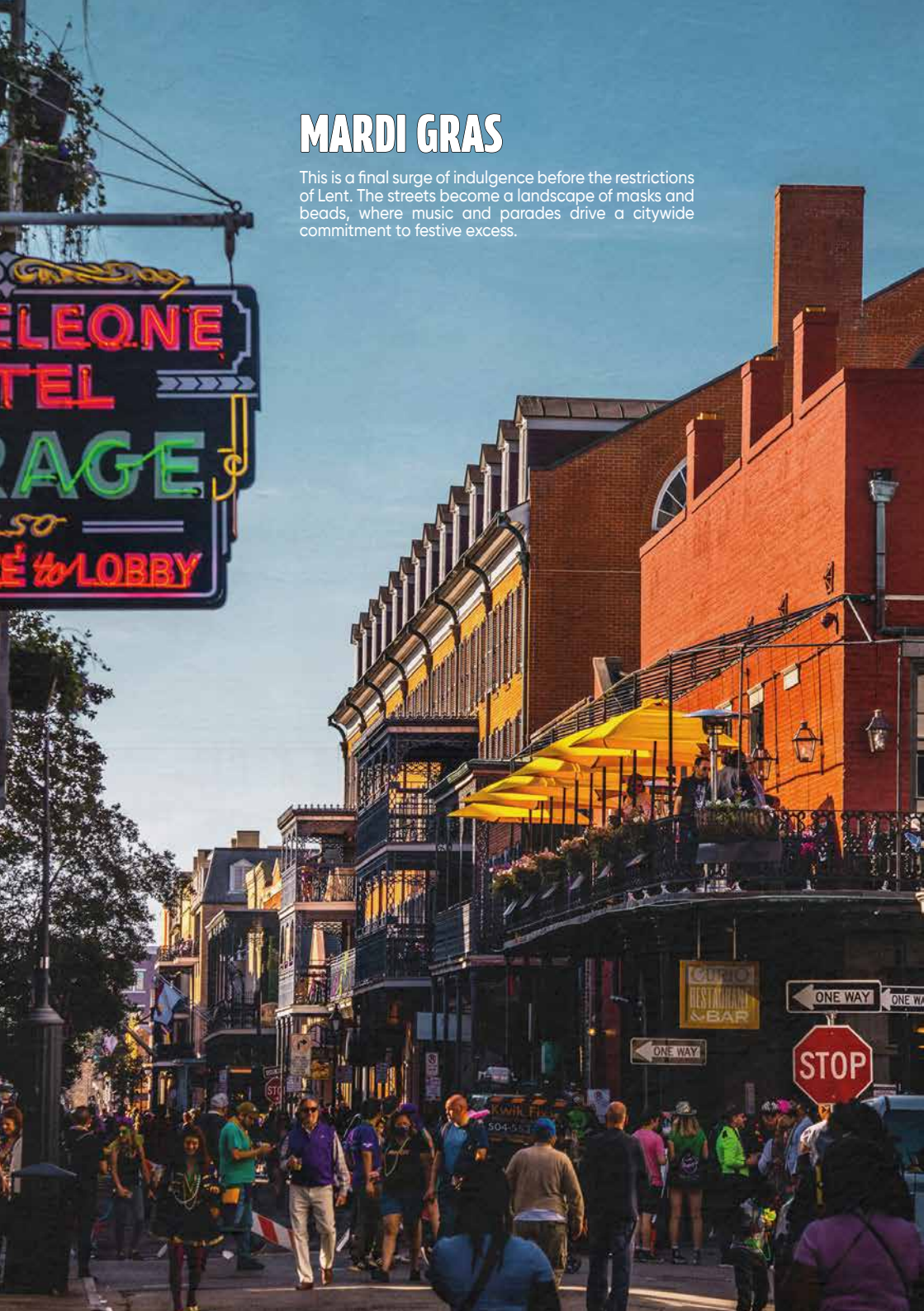
## DÍA DE LOS MUERTOS

Families build altars with marigolds and sugar skulls to invite the dead home. It is a vibrant, social act of memory that treats death as a natural, celebrated part of life.

**A**

# MARDI GRAS

This is a final surge of indulgence before the restrictions of Lent. The streets become a landscape of masks and beads, where music and parades drive a citywide commitment to festive excess.



# KATSU POUTINE

CANADA WITH A TWIST! THICK CUT FRIES LOADED WITH TORN MOZZARELLA AND LEMONGRASS KATSU CURRY SAUCE



Serves: 1 Portion Chilli: 1 Mild

## INGREDIENTS

60g **Street Food Japanese Lemongrass Katsu Sauce**

120g thick cut fries

80g torn chunks of mozzarella (dry with paper towels as needed)

Crispy onions, sliced spring onion to garnish

## METHOD

1. Prepare fries as per packet instructions.
2. Reheat Japanese Lemongrass Katsu Sauce.
3. Top fries with torn mozzarella and top with sauce. Garnish to serve.

**A**



SE ACEPTAN  
VALES DE  
DESPENSA

Gracias por su  
Propina, Felices  
Fiestas

Bro

IN



# NORTH AMERICA



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# STREET BITES