



AN OFFICIAL PRESS RELEASE

MY MOM'S MOLE

Watsonville-Based Startup Launches Its Website and Online Store

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Mymomsmole.com has launched. Spice up your life. Just add your favorite stock and simmer. Goes well with poultry, beef, or veggies.

What is mole?

The answer varies, but the first versions of mole (pronounced **MOH**-leh) were based on purées of dried chiles and spices ground in a stone mortar often with seeds and nuts. As new spices were brought to the Americas, moles became more elaborate and required more complex preparation. Generally, today's moles contain ground chiles, nuts, herbs and spices.

The story of the origin of mole is steeped in folklore from the 16th and 17th centuries.

The brand

The mole is in powder form and is refrigerated giving it added versatility. Simply add as a spice for a marinade or simmer with your favorite stock to make mole sauce. It is traditional and authentic yet unique making it easy to incorporate into a variety of dishes.

The mole is produced and distributed from the El Pajaro CDC Commercial Kitchen Incubator in Watsonville, California. It can be found in markets in Santa Cruz, San Mateo, Santa Clara, and Alameda counties.

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Company **Contact Information**



Cesario Ruiz

My Mom's Mole

412 E Riverside Dr, Watsonville

California, 95076

8317061062

