

Title: We Tried Nutella Hummus & Shawarma Nachos!! | News Bites  
Aired on the FoodBeast Youtube Channel

0:00-0:24

>Marc

Have you ever heard of Nutella Hummus, or Shawarma nachos? Neither have I and I'm Lebanese. I found these unique creations at Hummus Labs in Pasadena where they're using traditional methods but elevating Mediterranean cuisine at the same time. From different flavors of hummus to shawarma served over pita chips to make nachos, Chef Joseph is changing the game while holding true to traditional cooking methods.

I'm Marc from FoodBeast. *Yalla*, let's eat!

(*Yalla* is an Arabic expression meaning *come on / hurry up*)

[ *Arab themed music* ]

0:30-1:32

>>Joseph

My name is Joseph, I'm the owner of Hummus Labs. We opened up April 1 of last year (2020). I'm born and raised in Temple City, like San Gabriel Valley. I've been here my entire life. My parents immigrated here during the Civil War in Lebanon, so it was a time where they tried to escape from potential ruin to a country that offered hope. My love for cooking came from my mom. I grew up in the kitchen with her. She would have four people for dinner and would cook for 30. She taught me how to make baklava at 12 years old and that was like the start of it. We had initially started it to be like a traditional Mediterranean restaurant, but found that playing around with some food and some fusions have made it a little more fun in the kitchen. I love to play with hummus. A lot of people don't understand, like hummus is really an open book. You could do so many things with it, because in the base of it, all it is, is garbanzo paste, right? You could go sweet, you could go salty, you could go spicy and it doesn't really affect your base paste. The one thing my mom threatened me with is you don't open a jar, you don't open a can. You go buy the garbanzo, you clean it, you soak it overnight, you boil it and you make it fresh.

[ *Arab themed music* ]

1:56-3:43

>>Marc

I'm gonna go with the first, the base. We'll get that original flavor going first, see what it's like. That's perfect. You taste the lemon, you taste the garlic, you taste the tahini. The garbanzo beans are super fresh. That texture is still there. It's creamy, but you still get that texture from the garbanzo beans. He's not using any canned garbanzos and you can tell. We're gonna go for the cilantro jalapeño, which is apparently their most famous and popular one. I love spicy, so I'm excited for this. The cilantro and the jalapeño work really well together with hummus and that flavor is there. I'm not just tasting hummus. You really can taste the fresh cilantro and the fresh

jalapeño. This one is absolutely fire. Next we're gonna go even spicier. We've got the roasted tomato and habanero hummus. Dude that's got some heat! WOW! The fresh tomato, roasted, it's got that perfect flavor and spice, and the habanero just plays real nice with the tomato. We're gonna go for the beet. This one has some dill in it. Let's see if it comes out. That's got to be the most refreshing hummus I've ever had. Beets, dill, garlic, this would go really well with like some fish, some salmon. The hummus here is absolutely ridiculous. It's hard to choose out of the four which is my favorite, but there's something special about that roasted tomato and habanero. I'm gonna have to say that the roasted tomato and habanero is gonna be my favorite, but honestly do not sleep on any of these flavors, or any of the hummus here. It's incredible.

3:43-4:18

>>Joseph

The Nutella hummus, I got to be honest with you, I was a little skeptical. It just seemed odd, but it was an interesting ability to create a dessert hummus that actually would appeal to people. I've seen like dark chocolate raspberry, pumpkin spice. I created Nutella because it was approachable and people recognized it, like they know Nutella, and so instead of calling it a dessert hummus, I called it a Nutella hummus. As soon as I broadcast it, people we like wait, I want to try that and it really worked well. The cool thing was I actually paired that with cinnamon sugar pita chips. So you got this like sweet hummus, and you got these sweet pita chips and you're dipping away and you just lose control.

[ *Arab themed music* ]

4:25-4:54

>>Marc

When I heard that Hummus Labs has Nutella hummus, I was super skeptical. I came here wanting to hate this but I can't. It's really that good. The tahini and the sweetness from the Nutella just goes together really well. There's no denying this is really, really nice. I'm sure my mom would be pissed right now that I'm eating Nutella hummus, but you know what, this works. It works. I'm not lying when I say that this is delicious.

4:55-5:53

>>Joseph

The Shawarma Nachos were definitely a one-off unexpected creation. We had a request from one of our customers to create pita chips as a side. We did it. He called back and begged us to make it a menu item. From there people started trying it and then they're like can you please start selling us bags of this? I thought I had something a little different here, so I took the pita chips and I took some filet mignon that we would have left over from carving our own tenderloin for filet mignon kebab, marinated shawarma style, threw it in a pan with onion, tomato, pan seared it, threw it on top of the pita chips, little tahini sauce, parsley, hummus and honestly like when I first took them out to test them, multiple customers saw, they were like we want that. I was like, we don't sell it here yet. When we first decided to test them with customers, I made a small batch maybe enough for like five, six platters. Those sold out within 30 seconds. We had

people calling us nonstop trying to get them. It was madness. So we started upping our prep, but it never was enough. In the first few months like, we could not keep it in stock.

5:54-6:20

>>Marc

We went with the beef, spicy labneh on top, crunchy pita chips, this is super fun to eat. The flavors are incredible. I have never had anything like this before. And you know like typically you think nachos, you know where's the cheese, the tortilla chips? No, this is completely different. It flips it on its head. This is some like different Middle Eastern food that I've never had.

6:21-7:13

>>Joseph

I opened up my doors April 1st of last year, (2020) which means like right in the thick of things. That was the time when no one really knew what was happening, how contagious it was. I would credit the only reason to my success is from this Facebook group that was created in the beginning of COVID. And what it was, was just like an informational page where like "Hey guys," "this place is open from this time to this time." "They adjusted their menu." I went in there and introduced myself. I'm like hey guys, my name is Joseph. I just opened up a Mediterranean Restaurant. We'd love to have you come by. They come in droves. They will support whoever needs it, like, they're there. Honestly my doors would probably be closed at this point without that group.

I'm kind of having a good time with it and seeing how I can expand the idea of Mediterranean food. I want to be the quintessential hummus sales in LA. I kind of just want to evolve it or at least redefine it. That's like my slogan, like Mediterranean food redefined.

[ *Arab themed music* ]

7:19-7:30

>>Marc

Habibis!!! All right. You've been watching Foodbeast. My name is Marc. Thanks for joining me on this journey at Hummus Labs. Be sure to follow us on all the social media platforms.

( *Habibi* is an Arabic term of endearment.)

( *Habibi* literally means *my love*, but can be translated as *my dear, my darling, or my beloved.* )

[ *Arab themed music* ]

[ *The Foodbeast GROWL sound bite* ]