

New Biad Chili product benefits NMSU

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Biad Chili in Las Cruces launched a new chopped green chili product made from “super-flavored” Heritage chiles developed by New Mexico State University’s Chile Pepper Institute.

Biad will donate part of its sales from the new product to NMSU, said Biad Chili President Chris Biad.

“The taste and the smell of these peppers really set them apart from others,” Biad said. “Our label was also designed by NMSU student Julia Uriostegui, so we have a real connection to NMSU, both inside and out.”

The peppers used in Biad’s Reserve chopped green chile are the mild NuMex Heritage 6-4 and hot NuMex Heritage Big Jim, which the Chile Pepper Institute bred to provide five times more flavor compounds and aroma compared to similar chiles grown today.

The donation of sales from Biad’s 13-ounce Reserve container will go toward an endowed chair in research, and to establish a new, expanded facility for the Chile Pepper Institute, said Mark Gladden, development director of NMSU’s College of Agricultural, Consumer and Environmental Sciences, in a news release.

“The 13-ounce products contain 100 percent pure chopped Heritage green chile – with no added water – so customers will end up with 40 percent more green chile per container,” Gladden said. “The increased flavor compounds of the Heritage varieties will be perfectly maintained.”

The institute began working on the Heritage line because decades of breeding practices to increase plant yield and disease resistance had caused some varieties to lose taste and aroma. The NuMex Heritage varieties are bred from seeds frozen since the 1960s. The new varieties retain the beneficial growing traits developed over the years, but they reportedly have 500 percent more flavor.