



Tucson Tamale Company.

Taking family tradition to the next level.



From stoved-up to streamlined.

Todd Martin's first tamale-making experience started in his wife's family home — with five bushels of corn, 25 pounds of freshly roasted green chilies, 18 friends and family members and five cases of beer. That experience eventually inspired him to leave his Fortune 500 job and start the Tucson Tamale Company in 2008. Since then, Todd and Sherry Martin have turned a proud family tradition into the #1 natural tamale in America by giving Latin cooking traditions their own unique spin.

“With as many tamales as we are making — every tamale needs to be the same. The RATIONAL takes out all the guesswork so there is little to no room for human error.”

Todd and Sherry Martin, Co-Founders,
Tucson Tamale Company



With their signature flavors and clean ingredients, Tucson Tamale has been featured everywhere from Rachael Ray Every Day to USA Today. And since 2011, RATIONAL has been part of that success, transforming the company's cooking operations and providing the tools they need to rapidly scale their business.

Before RATIONAL, Tucson Tamale used steamer baskets to cook 24 tamales at a time on the same stove where they made their fillings. “It was getting pretty crowded,” said Todd Martin who decided to meet with the RATIONAL regional sales manager to see if the company's innovative technology could be the answer.

The Martins liked everything they saw, except the price. But after another year of making do, they made the investment. The company's unreliable steamer baskets were replaced by eight gleaming RATIONAL SelfCookingCenters®. They have never looked back.

Since then, things have continued to boom. Even with the pandemic, sales rose 60% year over year in 2020. And this year, they're on track to produce over 6.5 million tamales thanks to the technology that's helped Tucson Tamale find its stride.



Industry:
Food Manufacturer

Core business:
Grocer, Specialty

Location:
Tucson, Arizona



Flexibility meets consistency.

The Martins were sold on the versatility of the new equipment, which allowed them to steam tamales, roast vegetables and do a number of other programmed operations. With their fleet of RATIONAL combi-steamers, they can now steam a thousand tamales at a time in one RATIONAL, which are then blast chilled, wrapped and sent out to more than four thousand grocers, co-ops and specialty markets. Each 20-full size RATIONAL makes approximately 1.5 million tamales per year.

“The RATIONAL has helped us grow our business,” says Martin. “We went from traditional methods to a much more efficient batch process.”

Also, the cooking programs allowed them to operate around the clock. While the company is now moving the most popular tamales to industrial foodservice equipment to keep up with demand, they’ve been so impressed with the consistency and reliability of the RATIONAL machines that they plan to add more for their specialty batch items.

“We are going to continue to use the batch process for our lower volume and specialty tamales, and we will be continuing to invest in RATIONAL for batch production of those,” adds Martin.

Ten years later, Martin says he is glad they made the transition. “At the end of the day, I can tell you that the ROI has been great. A \$300,000 investment in RATIONAL equipment and maintenance has resulted in \$20 million worth of tamales.”



The challenge:

- › Upscaling production to meet growing demand while increasing efficiency and consistency.

The solution:

- › 1× SelfCookingCenter® 61
- › 1× SelfCookingCenter® 101
- › 1× SelfCookingCenter® 201
- › 5× SelfCookingCenter® 202

Customer benefit:

- › iDensityControl: Reduces cooking times and delivers consistently uniform cooking results.
- › iCookingSuite: Intelligent cooking programs make food production simple, reliable, and efficient.
- › iCareControl: Automatically and hygienically cleans cooking chamber.
- › RATIONAL combi ovens delivered a strong ROI by streamlining production, reducing equipment costs, and decreasing labor.



RATIONAL USA

1701 Golf Road
Suite C-120, Commercium
Rolling Meadows, IL 60008

Tel. 888-320-7274 (Toll Free)
Fax 847-755-9583

info@rational-online.us
rationalusa.com