

Richard H. Davis Launches Petition To Boycott “Tapatío” Hot Sauce Sporting It’s Stereotypical Mexican “Sombrero”



San Francisco, California Aug 9, 2022 ([IssueWire.com](https://www.issuewire.com)) - California resident Richard H. Davis, a consumer watchdog, has started a Change.org petition to boycott the hot sauce maker “Tapatío”. Davis wants to see the “Sombrero” wearing Tapatío Man “exit stage right”. Tapatío is an American hot sauce produced in Vernon, California. It is popular mainly in the United States, predominantly among Mexican American communities. The product is named after a derogatory term used to describe someone from

Guadalajara, Jalisco, MEXICO – which is where the company's founder Jose-Luis Saavedra emigrated from. The sketch is an artist's depiction of a Tapatío charro," a traditional Mexican horseman. The lighter skin and blue eyes also depict the common features of people who live in the highlands of Jalisco. Now, Comedian and Actor Gabriel "Fluffy" Iglesias is the first "Chicano" to be featured on the Tapatío hot sauce bottle, complete with his two "Taco Bell" chihuahuas celebrating the brand's 50th birthday.

More details can be found at <https://chng.it/rdWNCFGS7k>

How long will it take for U.S. companies to detach themselves from Racist Brands? Davis believes the "Denazification" of racist brands could take over a decade or two, unless we boycott their products, racist ideology is alive and well in America. It's no coincidence that racist rhymes with fascist. According to Davis; Quaker Oats, a division of PepsiCo, recently retired their racist brand "Aunt Jemima". Frito-Lay, another PepsiCo brand responding to a lawsuit from The Mexican American Anti-Defamation Committee, retired its Frito Bandito in 1971. Speaking in broken Tex-Mex and robbing unsuspecting gringos, the Frito Bandito cartoon mascot turned out to be a caricature drawing of Francisco "Pancho" Villa, the notorious bandit and bank robber, and revolutionary who robbed a Wells Fargo Express train in 1913, then secretly struck a deal to sell most of the loot back to the original owners. Land O'Lakes decided to remove the Native American butter maiden from their packaging, due to outrage from some Native American tribes. Sara García, known as the grandmother image on Nestle's Abuelita Mexican Chocolate packaging for over 40 years has been removed from the U.S. versions.

About Richard H. Davis

Richard H. Davis is a prolific inventor and entrepreneur and a United States Merchant Marine and combat veteran. As a yacht-delivery skipper during the United States Invasion of Panama, Davis ended up in the crossfire and tells his story in his unpublished manuscript "Sailor of Fortune", which chronicles his adventures at sea and land on the Motor Vessel Kamillian. In addition, Davis is a photojournalist for Soft Drinks International Magazine in Britain. Davis has appeared on such national and regional media broadcasts including CBS News, NBC News, Fox News, and ABC News, and in The New York Times, and many others.

About Change.org

Change.org is a worldwide petition website, based in California, US, operated by the San Francisco-based company of the same name, which has over 400 million users and offers the public the ability to promote the petitions they care about to potential signers, including 196 countries which are "creating change" in their communities. Designed to raise awareness within communities to influence "decision-makers" at the highest levels of governments, leading organizations use the website to advance their causes and mobilize supporters.

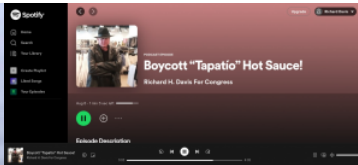
For more about Richard H. Davis visit his website at <https://richardddavis.webnode.co.uk>

How you can support:

- 1.-- Boycott Tapatío Hot Sauce
- 2.--Sign this Petition
- 3.--Share this Petition with as many people as possible

SOURCE: Richard H. Davis

<https://www.youtube.com/watch?v=Y2HpuEIV2Uc>



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