Gustavo Arellano is the editor of *OC Weekly*, an alternative newspaper in Orange County, California, author of *Orange County: A Personal History* and *Taco USA: How Mexican Food Conquered America*, and lecturer with the Chicana and Chicano Studies department at California State University, Fullerton. He writes “¡Ask a Mexican!,” a nationally syndicated column in which he answers any and all questions about America’s spiciest and largest minority. The column has a weekly circulation of over 2 million in 39 newspapers across the United States, won the 2006 and 2008 Association of Alternative Weeklies award for Best Column, and was published in book form by Scribner Press in May 2007.