



'Tis the season to roast green chile
Chile roasting season kicks off across New Mexico

FOR IMMEDIATE RELEASE

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LEMITAR, N.M. — The unmistakable aroma of roasting green chile is wafting through the New Mexico air as locals kick off chile roasting season now through October. Every year, New Mexico Certified Chile ensures chile lovers know how to get authentic New Mexico-grown chile.

From Deming to Chimayó, chile roasting is in full swing, and local farms are now firing up their roasters to meet the demand. Residents and visitors alike can look forward to roadside stands, farmers' markets, and grocery stores offering fresh, roasted chile ready to peel, bag and freeze for use all year long.

"Nothing beats the smell of roasting green chile in New Mexico," said Kari Dominguez, executive director of the New Mexico Chile Association. "Honestly, what more could you want in life than a fresh bag of roasted green chile?"

Chile lovers can celebrate the season at a variety of special events such as the world's largest chile festival, the [Hatch Chile Festival](#), on Aug. 30-31 from 9 a.m. to 5 p.m., offering a wide variety of freshly roasted New Mexico Certified Chile, live music, parades, and rich cultural experiences and pop-ups across the state, like the Las Mesa pop-up at Ice Box Brewery on Aug. 23-24 from 12 to 5 p.m.

In Albuquerque, the Bosque Chile Fest returns on Aug. 23 from 10 a.m. to 5 p.m. at Villa Hispana, Expo New Mexico. This event highlights New Mexico's signature crop with live entertainment, a chile ristra demonstration by Chile Konnection and plenty of opportunities to enjoy freshly roasted New Mexico Certified Chile.

Socorro's annual Great New Mexico Chile Taste-Off will take place on Oct. 4, 2025 from 2-8 p.m. A panel of judges will conduct a blind tasting of New Mexico chile to determine the state's best green chile grower and best red chile grower.

Another event is the [Santa Fe Wine & Chile Fiesta](#), sponsored by New Mexico Certified Chile. This year's Chile Friday, taking place on Sept. 26 from 12 to 3 p.m., will feature a partnership with Bueno Foods, showcasing the perfect pairing of wine and roasted chile.

Every Saturday, Zia Chile Traders will be roasting and selling green chile at the Las Cruces Farmers Market from 8:30 a.m. to 1 p.m., serving up authentic flavor straight from the source.

“Every bag of chile represents months of hard work in the fields,” Dominguez said. “We’re proud to keep the tradition alive and share this flavor with every generation.”

By purchasing chile directly from New Mexico growers, New Mexicans support local agriculture and help sustain one of the most iconic culinary traditions in the Southwest.

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About New Mexico Certified Chile

New Mexico Certified Chile (NMCC) is dedicated to supporting the NM chile industry by increasing demand for NM chile. We strive to create an atmosphere of chile being for of the NM culture, heritage and pride. Our mission is to cultivate the world-renowned varieties grown only here in New Mexican soil and to protect, promote and advocate for the entire industry dedicated to growing this very special crop. NMCC is a program of the New Mexico Chile Association.