

Flamin' Hot

Flamin' Hot is a 2023 American biographical comedy-drama film directed by Eva Longoria in her feature-length directorial debut. Written by Linda Yvette Chávez and Lewis Colick, it is based on the memoir *A Boy, a Burrito and a Cookie: From Janitor to Executive* by Richard Montañez, who claims to have invented Flamin' Hot Cheetos. The film stars Jesse Garcia, Annie Gonzalez, Dennis Haysbert, and Tony Shalhoub.

The film had its world premiere at South by Southwest on March 11, 2023. It was released on June 9, 2023, by Hulu and Disney+ to mixed reviews from critics. At the 96th Academy Awards, *Flamin' Hot* received a nomination for Best Original Song for “The Fire Inside” written by Diane Warren, but lost to “What Was I Made For?” from *Barbie*.

Plot

In 1966 southern California, Richard Montañez grows up as a hard working child with a strict father and supportive grandfather. He meets his future wife Judy in school where he begins selling burritos to other children. He is arrested at a young age when nobody believes that he earned his money honestly. As adults, Richard and Judy marry but live as hoodlums in a gang, hustling to survive. They make an effort to turn their lives around once Judy gets pregnant with their first child. A second child later, Richard and his family still struggle to make ends meet as Richard searches for honest work. He eventually turns to his friend, former hoodlum Tony Romero, who helps him get a job at Frito-Lay. Despite lying on his resumé, floor head Lonny Mason hires him.

Richard begins paying attention to all the nuances of the factory and starts pursuing engineer maintenance leader Clarence C. Baker to teach him about the machines. Despite some reluctance, Baker agrees and teaches Richard how to operate all the machinery in the factory. Unfortunately, the Reagan administration begins to severely affect low-paying jobs and Frito-Lay's stocks begin to go down. This eventually results in some of the workers getting laid off. Frito-Lay CEO Roger Enrico releases a video encouraging the workers to "think like a CEO" which inspires Richard.

Flamin' Hot



Promotional release poster

Directed by	<u>Eva Longoria</u>
Screenplay by	<u>Linda Yvette Chávez</u> <u>Lewis Colick</u>
Based on	<i>A Boy, a Burrito and a Cookie: From Janitor to Executive</i> by <u>Richard Montañez</u> and the life stories of <u>Richard</u> and <u>Judy Montañez</u>
Produced by	<u>DeVon Franklin</u>
Starring	<u>Jesse Garcia</u> <u>Annie Gonzalez</u> <u>Dennis Haysbert</u> <u>Tony Shalhoub</u> <u>Hunter Jones</u>

After picking up his kids from school, Richard takes them out for elotes (Mexican street corn). Noticing that his youngest son Steven likes the spicy flavor, saying it "burns good", he realizes that the way to save Frito-Lay is to pitch the brand to the Latino market. He convinces Baker and the rest of his coworkers to let him take some unflavored Cheetos home, but Judy offers that he talk to his father Vacho first about a job. Vacho ends up belittling Richard's plans, causing Judy to support Richard even more. The Montañezes work tirelessly trying to find the perfect spicy flavor for Cheetos, eventually getting the right concoction. Richard attempts to pitch his idea to Lonny only to be turned down, forcing Richard to sneak in and copy Enrico's phone number.

Richard manages to get through to Enrico who, while perplexed over being called by a janitor, is intrigued to learn that he saw his video and asks that he send his flavored Cheetos. He tastes them and is immediately hooked, setting up a meeting at the factory right away. While Lonny is upset with Richard, Richard prepares himself for the pitch, finally getting the approval of his father to back him up. Richard proceeds to speak from the heart and his pitch is accepted with the Flamin' Hot Cheetos being put into production. While this results in more jobs, the new flavor is not flying off the shelves. Disappointed, Richard's children point out that there are no advertisements for the flavor. Richard returns to work and orders everyone to use their skills to sell the new flavor from the street. The tactic works and Enrico calls to ask that the factory produce an even bigger order.

While Baker gets the promotion he always desired, Richard is still a janitor, though Baker gives him some support. Lonny asks Richard to clean upstairs, only to find Enrico who tells him that he understands his struggles growing up, before revealing that he has been promoted to Director of Multicultural Marketing. Richard is applauded by all his coworkers for his success and he happily calls Judy to tell her the good news.

Cinematography	Federico Cantini
Edited by	Liza D. Espinas Kayla Emter
Music by	Marcelo Zarvos
Production companies	<u>Searchlight Pictures</u> <u>Franklin Entertainment</u>
Distributed by	<u>Hulu</u> <u>Disney+</u>
Release dates	March 11, 2023 (SXSW) June 9, 2023 (United States)
Running time	99 minutes
Country	United States
Languages	English Spanish

Cast

- Jesse Garcia as Richard Montañez
- Annie Gonzalez as Judy Montañez
- Emilio Rivera as Vacho Montañez
- Vanessa Martinez as Concha Montañez
- Hunter Jones as Lucky Montañez
- Dennis Haysbert as Clarence C. Baker
- Tony Shalhoub as Roger Enrico
- Pepe Serna as Abuelito
- Bobby Soto as Tony Romero
- Jimmy Gonzales as Hector Morales
- Matt Walsh as Lonny Mason

- Brice Gonzalez as Steven Montañez

Production

In August 2019, it was reported [Eva Longoria](#) would direct *Flamin' Hot*, a film about [Richard Montañez](#) who claimed to have invented [Flamin' Hot Cheetos](#), with [DeVon Franklin](#) producing under his [Franklin Entertainment](#) banner alongside [Samuel Rodriguez](#), who served as the executive producer. [Searchlight Pictures](#) also contributed to the making of this film.^[1]

Prior to the announcement, in April 2019, Franklin Entertainment was informed by [Frito-Lay](#) that Montañez's account of inventing Flamin' Hot Cheetos was disputed after an internal investigation had been prompted the previous year, but the producers elected to continue with the original premise.^{[2][3]} The script received rewrites prior to shooting due to the publication of a [Los Angeles Times](#) article in May 2021 disputing Montañez's account.^[4]

In May 2021, [Jesse Garcia](#) and [Annie Gonzalez](#) joined the cast of the film.^[1] The film completed production in August 2021, and the cast was announced at that time.^{[5][6]}

Historical accuracy

Though *Flamin' Hot* is [advertised](#) as a true story,^{[7][8][9]} the authenticity of Montañez's account became doubtful after the [Los Angeles Times](#) published an in-depth article scrutinizing his claim,^[2] with later corroboration by [NPR](#).^[10]

Creation of Flamin' Hot Cheetos

As portrayed in the movie, Montañez claims to have been encouraged by Roger Enrico's "think like a CEO" message and invented the Flamin' Hot seasoning with his wife Judy as a [DIY](#) project, taking home unflavored Cheetos in garbage bags to experiment with when the machine broke and left them unseasoned.^{[11][12][13]} Montañez previously stated Enrico's phone number was listed in the company directory. He called Enrico, pitching his idea for a product aimed at [Latinos](#), and arranged a [sales presentation](#) where he handed out homemade bags sealed with a clothing iron and hand-drawn logos. The presentation and a test market in Los Angeles happened in 1991, before a nationwide release in 1992.^{[14][15]} Reporting by the *LA Times* and NPR contradicts this account. Frito-Lay told the *LA Times*, "We value Richard's many contributions to our company, especially his insights into Hispanic consumers, but we do not credit the creation of Flamin' Hot Cheetos or any Flamin' Hot products to him,"^[2] NPR was told, "We do not credit the product creation to him and him alone."^[10] [McCormick](#) developed the Flamin' Hot seasoning and sent initial samples to Frito-Lay on Dec. 15, 1989. Frito-Lay filed a trademark for *Flamin' Hot* in June 1990^[16] and started testing spicy [Lay's](#), Cheetos, [Fritos](#) and [Bakenets](#) in [Chicago](#), [Detroit](#) and [Houston](#) beginning in August 1990, and Roger Enrico joined Frito-Lay at the start of 1991.^{[2][17][18]} [Lynne Greenfeld](#) is credited with managing the team that developed Flamin' Hot Cheetos, with contributions from [Fred Lindsay](#). According to [Al Carey](#), a former executive at Frito-Lay, and [Patti Reuff](#), Enrico's former assistant, Montañez pitched a similar product, but this could not have been before 1992.^{[2][10]} Carey stated the product was approved and sold in [California](#) using seasoning from the [Midwest](#).^[10] Montañez did in fact rise from a floor-level position to marketing executive, and he was involved in pitching new products such as Flamin' Hot Popcorn in 1993 followed by two types of [Fritos](#) —

Flamin' Hot and Lime and Chile Corn Chips.^{[2][19]} Roberto Siewczynski, who worked with Frito-Lay as a Latino-focused consultant, clarified that events Montañez has described actually took place during the Sabrositas test market in 1994.^[2]

Other details and responses

Montañez has said he was a janitor during the development of Flamin' Hot Cheetos and is portrayed as such in the movie,^{[14][20][21]} but he had actually been a machinist operator since 1977.^{[2][19]} The movie presents an economic downturn during Ronald Reagan's presidency leading to layoffs and prompting Enrico's message.^[14] In reality, the United States experienced a recession in the early 1980s that began prior to the 1980 presidential election, followed by consistent economic growth and decreasing unemployment until July 1990.^{[22][23]} Roger Enrico joined Frito-Lay in early 1991, two years after Reagan left office.^{[2][17][18]} Frito-Lay cut 1800 jobs later that year.^{[19][24]}

Clarence Baker, played by Dennis Haysbert, was based on a co-worker Montañez had at the plant. He died several years before production of the movie and a different name was used for the character.^[8]

Montañez initially responded to the controversy by claiming he was pushed out of development before the test markets and his contributions were not documented due to his low level position at the time. He stated, "I think that [the film is] going to inspire people to do the right thing. Don't make the mistake Montañez made. Document everything."^[15] The week of the movie's release, *Variety* published an article where Montañez stated, "I've got letters, notes, and presentations, proving their faith in me and my creation," but did not make any documentation public.^[4] Co-writer Lewis Colick has stated, "I think enough of the story is true," adding, "I've written a lot of true stories, like *October Sky*. Not every single thing in the story is exactly true. I always stand behind the essence of the story."^[25] Director Eva Longoria responded to criticism of the movie's accuracy, "We've always been telling Richard Montañez's story, and we're telling his truth. We weren't making a movie about the history of the Flamin' Hot Cheeto. We're telling the story of Richard Montañez."^[26] She separately admitted that the scene where Montañez's coworkers clap and cheer for his promotion is "the one thing that did not happen."^[27] Addressing a screening of the movie at the White House, an official speaking anonymously stated it is not a documentary, and was shown to reflect Americans of different backgrounds.^[28]

Soundtrack

Release

Flamin' Hot had its world premiere at South by Southwest (SXSW) on March 11, 2023.^{[29][30]} It was released in select theaters and on both Hulu and Disney+ on June 9, 2023.^{[31][32]} The movie was screened on the South Lawn of the White House on June 15, 2023. President Joe Biden and director Eva Longoria, a notable Democrat campaigner, delivered remarks at the event, promoting it as the first White House screening of a movie focused on Hispanic characters.^{[33][28]}

Reception

Audience viewership

According to Whip Media's TV Time, *Flamin' Hot* was the seventh-most-streamed film across all platforms in the United States during the week of June 11, 2023,^[34] and the ninth during the week of June 16, 2023.^[35] According to the streaming aggregator Reelgood, *Flamin' Hot* was the tenth-most-streamed program across all platforms in the United States during the week of June 8, 2023,^{[36][37]} and the ninth during the week of June 15, 2023.^[38]

Critical response

On the review aggregator website Rotten Tomatoes, 69% of 127 critics' reviews are positive, with an average rating of 6.1/10. The website's consensus reads: "*Flamin' Hot* may have a little more than its share of empty calories, but this fun feel-good story is still a decent cinematic snack."^[39] Metacritic, which uses a weighted average, assigned the film a score of 58 out of 100, based on 31 critics, indicating "mixed or average" reviews.^[40]

Carlos Aguilar of Los Angeles Times said, "*Flamin' Hot* turns out to be a surprisingly enjoyable crowd-pleaser. It mostly works because Garcia, Gonzalez and Longoria agree on a poignant, yet not sanctimonious approach that crystallizes the specific fortitude of mining hope from dire struggle."^[41] Brian Lowry of CNN said that Eva Longoria did an "admirable job of wringing as much mileage as she can out of this underdog tale," and wrote, "Playfully presented, it's the kind of mildly tasty cinematic snack that doesn't exactly stick to your ribs."^[42]

John Nugent of Empire gave the film a grade of three out of five stars, praised the performances of Jesse Garcia and Annie Gonzalez, and complimented Eva Longoria's direction.^[43] Clarisse Loughrey of The Independent gave *Flamin' Hot* a grade of three out of five stars, complimented the chemistry between Jesse Garcia and Annie Gonzales, and stated that the film "keep its audience on their toes" owing to Eva Longoria.^[44]

Brian Tallerico of RogerEbert.com wrote: "*Flamin' Hot* has so much to say about culture that it never gives its characters room to breathe outside the movie's 'message.' It makes for a film that doesn't seem to tell a true story as much as one that came off a product line from a Frito-Lay factory."^[45] Monica Castillo, also

writing for RogerEbert.com, gave the movie two out of four stars: "Overall, *Flamin' Hot* is more cheesy than spicy. Its focus on the 'Si, se puede ... trabajar y ganar dinero' mantra dulls the flavors of what makes the movie enjoyable: the family at the center of Richard's drive to survive."^[46]

Accolades

Award	Date of ceremony	Category	Recipient(s)	Result	Ref.
Palm Springs International Film Festival	January 16, 2023	Directors to Watch	Eva Longoria	Won	[47] [48] [49]
South by Southwest	March 19, 2023	Audience Award – Headliners	<i>Flamin' Hot</i>	Won	[50] [51]
Hollywood Music in Media Awards	November 15, 2023	Original Song — Feature Film	"The Fire Inside" – Diane Warren	Nominated	[52] [53]
Imagen Awards	December 3, 2023	Best Feature Film	<i>Flamin' Hot</i>	Won	[54]
		Best Director	Eva Longoria	Won	
		Best Actor	Jesse Garcia	Won	
		Best Actress	Annie Gonzalez	Nominated	
Celebration of Cinema & Television	December 4, 2023	Breakthrough Director Award (Film)	Eva Longoria	Won	[55]
Society of Composers and Lyricists Awards	February 13, 2024	Outstanding Original Song for a Comedy or Musical Visual Media Production	"The Fire Inside" – Diane Warren	Nominated	[56]
Satellite Awards	March 3, 2024	Best Original Song		Nominated	[57]
Academy Awards	March 10, 2024	Best Original Song		Nominated	[58]

References

1. N'Duka, Amanda (August 26, 2019). "Eva Longoria To Direct Cheetos Movie *Flamin' Hot* For Fox Searchlight & Franklin Entertainment" (<https://deadline.com/2019/08/eva-longoria-directing-flamin-hot-cheetos-movie-fox-searchlight-1202704372/>). *Deadline Hollywood*. Archived (<https://web.archive.org/web/20210818214657/https://deadline.com/2019/08/eva-longoria-directing-flamin-hot-cheetos-movie-fox-searchlight-1202704372/>) from the original on August 18, 2021. Retrieved March 1, 2021.
2. Dean, Sam (May 16, 2021). "The man who didn't invent Flamin' Hot Cheetos" (<https://www.latimes.com/business/story/2021-05-16/flamin-hot-cheetos-richard-montanez>). *Los Angeles Times*. Archived (<https://web.archive.org/web/20210516185042/https://www.latimes.com/business/story/2021-05-16/flamin-hot-cheetos-richard-montanez>) from the original on May 16, 2021. Retrieved May 12, 2023.
3. Kelly, Mary Louise (May 20, 2021). "Why People Are Upset About The Flamin' Hot Cheetos Story" (<https://www.npr.org/2021/05/20/998709191/why-people-are-upset-over-the-history-of-flamin-hot-cheetos>). *NPR*. Archived (<https://web.archive.org/web/20230512044052/https://www.npr.org/2021/05/20/998709191/why-people-are-upset-over-the-history-of-flamin-hot-cheetos>) from the original on May 12, 2023. Retrieved May 12, 2023.

4. Vary, Adam B. (June 7, 2023). "'Flamin' Hot' Star Jesse Garcia on Why Latino Projects Don't Have 'the Luxury of Failing' and That Cheetos Controversy" (<https://variety.com/2023/film/news/flamin-hot-jesse-garcia-eva-longoria-richard-montanez-1235636270/>). *Variety*. Archived (<https://web.archive.org/web/20230623194609/https://variety.com/2023/film/news/flamin-hot-jesse-garcia-eva-longoria-richard-montanez-1235636270/>) from the original on June 23, 2023. Retrieved June 23, 2023.
5. Davis, Clayton (August 23, 2021). "Eva Longoria's *Flamin' Hot* Cheetos Inventor Biopic Wraps Production (Exclusive)" (<https://variety.com/2021/film/news/eva-longoria-flamin-hot-cheetos-searchlight-1235046465/>). *Variety*. Archived (<https://web.archive.org/web/20210823173913/https://variety.com/2021/film/news/eva-longoria-flamin-hot-cheetos-searchlight-1235046465/>) from the original on August 23, 2021. Retrieved August 23, 2021.
6. Patten, Dominic (March 1, 2021). "Coen Brothers, Eva Longoria & Steven Soderbergh Films Among 22 Features Allocated CA Tax Credits" (<https://deadline.com/2021/03/eva-longoria-coen-brothers-steven-soderbergh-reese-witherspoon-jason-bateman-tax-credits-california-film-1234703726/>). *Deadline Hollywood*. Archived (<https://web.archive.org/web/20221124083709/https://deadline.com/2021/03/eva-longoria-coen-brothers-steven-soderbergh-reese-witherspoon-jason-bateman-tax-credits-california-film-1234703726/>) from the original on November 24, 2022. Retrieved March 1, 2021.
7. "FLAMIN' HOT - Press Site" (<https://press.searchlightpictures.com/flamin-hot/>). *press.searchlightpictures.com*. Archived (<https://web.archive.org/web/20230622094406/https://press.searchlightpictures.com/flamin-hot/>) from the original on June 22, 2023. Retrieved June 22, 2023.
8. Bahr, Sarah (June 9, 2023). "Is 'Flamin' Hot' a True Story? Well ... Let Us Explain" (<https://www.nytimes.com/2023/06/09/movies/flamin-hot-true-story.html>). *The New York Times*. ISSN 0362-4331 (<https://www.worldcat.org/issn/0362-4331>). Archived (<https://web.archive.org/web/20230621201429/https://www.nytimes.com/2023/06/09/movies/flamin-hot-true-story.html>) from the original on June 21, 2023. Retrieved June 22, 2023.
9. Vlessing, Etan (August 26, 2019). "Eva Longoria to Direct 'Flamin' Hot' for Fox Searchlight" (<https://www.hollywoodreporter.com/tv/tv-news/eva-longoria-direct-richard-montanez-biopic-fox-searchlight-1234792/>). *The Hollywood Reporter*. Archived (<https://web.archive.org/web/20230622094416/https://www.hollywoodreporter.com/tv/tv-news/eva-longoria-direct-richard-montanez-biopic-fox-searchlight-1234792/>) from the original on June 22, 2023. Retrieved June 22, 2023.
10. Sarah Gonzalez (May 12, 2021). "Hot Cheetos" (<https://www.npr.org/2021/05/12/996228628/hot-cheetos>) (Podcast). Planet Money. National Public Radio. Event occurs at 0:00. Archived (<https://web.archive.org/web/20230621234447/https://www.npr.org/2021/05/12/996228628/hot-cheetos>) from the original on June 21, 2023. See editor's note.
11. Elkins, Kathleen (March 27, 2018). "How Richard Montañez says he went from the factory floor to an exec at PepsiCo" (<https://www.cnbc.com/2018/03/27/a-janitor-invented-flamin-hot-cheetos-and-became-a-pepsico-exec.html>). *CNBC*. Archived (<https://web.archive.org/web/20230617051352/https://www.cnbc.com/2018/03/27/a-janitor-invented-flamin-hot-cheetos-and-became-a-pepsico-exec.html>) from the original on June 17, 2023. Retrieved June 22, 2023.
12. Whalen, Andrew (August 27, 2019). "The True Story of the Flamin' Hot Cheetos Inventor Richard Montañez" (<https://www.newsweek.com/flamin-hot-cheeto-movie-true-story-creator-richard-montanez-1456377>). *Newsweek*. Archived (<https://web.archive.org/web/20190916214737/https://www.newsweek.com/flamin-hot-cheeto-movie-true-story-creator-richard-montanez-1456377>) from the original on September 16, 2019. Retrieved June 22, 2023.

13. "The story behind the Flamin' Hot Cheetos creator is great. Eva Longoria is making it into a movie" (<https://www.nbcnews.com/news/latino/story-behind-flamin-hot-cheetos-creator-great-eva-longoria-making-n1047171>). *NBC News*. August 28, 2019. Archived (<https://web.archive.org/web/20230712054238/https://www.nbcnews.com/news/latino/story-behind-flamin-hot-cheetos-creator-great-eva-longoria-making-n1047171>) from the original on July 12, 2023. Retrieved June 22, 2023.
14. "How a janitor at Frito-Lay "invented" Flamin' Hot Cheetos" (<https://thehustle.co/hot-cheetos-inventor/>). *The Hustle*. November 29, 2017. Archived (<https://web.archive.org/web/20191203070259/https://thehustle.co/hot-cheetos-inventor/>) from the original on December 3, 2019. Retrieved June 22, 2023.
15. Shafer, Ellise (May 16, 2021). "Disputed Flamin' Hot Cheetos Inventor Responds to Frito-Lay's Claims: 'I Was Their Greatest Ambassador' " (<https://variety.com/2021/film/news/richard-montanez-flamin-hot-cheetos-responds-1234974227/>). *Variety*. Archived (<https://web.archive.org/web/20210519140557/https://variety.com/2021/film/news/richard-montanez-flamin-hot-cheetos-responds-1234974227/>) from the original on May 19, 2021. Retrieved June 22, 2023.
16. FLAMIN' HOT (<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=74067390>). United States Patent and Trademark Office.
17. Zellner, Wendy (August 24, 1992). "Frito Lay Is Munching On The Competition" (<https://www.bloomberg.com/news/articles/1992-08-23/frito-lay-is-munching-on-the-competition>). *Bloomberg.com*. Archived (<https://web.archive.org/web/20231018055257/https://www.bloomberg.com/news/articles/1992-08-23/frito-lay-is-munching-on-the-competition#xj4y7vzkg>) from the original on October 18, 2023. Retrieved June 23, 2023.
18. "Physicist, Activist, PepsiCo CEO to Speak at Yale" (<https://news.yale.edu/1999/03/05/physicist-activist-pepsico-ceo-speak-yale>). *YaleNews*. March 5, 1999. Archived (<https://web.archive.org/web/20230623025852/https://news.yale.edu/1999/03/05/physicist-activist-pepsico-ceo-speak-yale>) from the original on June 23, 2023. Retrieved June 23, 2023.
19. Hage, David; Grant, Linda (December 6, 1993). "How to make America work - Crunching rivals with resourceful workers" (https://archive.org/details/sim_u-s-news-weekly-special-issues_1993-12-06_115_22/page/52/mode/2up?view=theater). *U.S. News & World Report*. p. 52. Retrieved June 23, 2023.
20. Andrews, Travis M. (March 4, 2018). "From PepsiCo janitor to exec — powered by spicy Cheetos and entrepreneurship" (<https://www.seattletimes.com/business/from-pepsico-janitor-to-exec-powered-by-spicy-cheetos-and-entrepreneurship/>). *The Seattle Times*. Archived (<https://web.archive.org/web/20230622094417/https://www.seattletimes.com/business/from-pepsico-janitor-to-exec-powered-by-spicy-cheetos-and-entrepreneurship/>) from the original on June 22, 2023. Retrieved June 22, 2023.
21. Gibson, Lydialyle (September 27, 2018). "No Such Thing as Just a Janitor" (<https://www.harvardmagazine.com/2018/09/richard-montanez-speaks-at-harvard>). *Harvard Magazine*. Archived (<https://web.archive.org/web/20230622094405/https://www.harvardmagazine.com/2018/09/richard-montanez-speaks-at-harvard>) from the original on June 22, 2023. Retrieved June 22, 2023.
22. "US Business Cycle Expansions and Contractions" (<https://www.nber.org/research/data/us-business-cycle-expansions-and-contractions>). *National Bureau of Economic Research | NBER*. Archived (<https://web.archive.org/web/20191201170039/https://www.nber.org/cycles/cyclesmain.html>) from the original on December 1, 2019. Retrieved June 22, 2023.
23. "13". Statistical Abstract of the United States: 1999 (<https://www2.census.gov/library/publications/1999/compendia/statab/119ed/tables/sec13.pdf>) (PDF) (Report) (119th ed.). United States Census Bureau. December 9, 1999. Archived (<https://web.archive.org/web/20230622094408/https://www2.census.gov/library/publications/1999/compendia/statab/119ed/tables/sec13.pdf>) (PDF) from the original on June 22, 2023. Retrieved June 22, 2023.

24. Krishnan, Harihar (September 16, 1991). "Frito-Lay to cut 1,800; parent PepsiCo to take \$100 million charge - UPI Archives" (<https://www.upi.com/Archives/1991/09/16/Frito-Lay-to-cut-1800-parent-PepsiCo-to-take-100-million-charge/3567684993600/>). *UPI*. Retrieved June 23, 2023.
25. Maddaus, Gene (May 18, 2021). "'Flamin' Hot' Screenwriter Defends Cheetos Movie: 'Enough of the Story Is True'" (<https://variety.com/2021/film/news/flamin-hot-cheetos-richard-montanez-screenwriter-1234976147/>). *Variety*. Archived (<https://web.archive.org/web/20230621185109/https://variety.com/2021/film/news/flamin-hot-cheetos-richard-montanez-screenwriter-1234976147/>) from the original on June 21, 2023. Retrieved June 22, 2023.
26. Machado, Yolanda (June 9, 2023). "Eva Longoria addresses the 'Flamin' Hot' controversy" (<https://ew.com/movies/eva-longoria-addresses-flamin-hot-cheetos-controversy/>). *Entertainment Weekly*. Archived (<https://web.archive.org/web/20230622094405/https://ew.com/movies/eva-longoria-addresses-flamin-hot-cheetos-controversy/>) from the original on June 22, 2023. Retrieved June 22, 2023.
27. Avila, Pamela (June 10, 2023). "Fact checking Eva Longoria's 'Flamin' Hot' movie: Who really invented spicy Cheetos?" (<https://www.usatoday.com/story/entertainment/movies/2023/06/10/flamin-hot-cheetos-movie-fact-check-how-accurate/70302709007/>). *USA TODAY*. Archived (<https://web.archive.org/web/20230622094405/https://www.usatoday.com/story/entertainment/movies/2023/06/10/flamin-hot-cheetos-movie-fact-check-how-accurate/70302709007/>) from the original on June 22, 2023. Retrieved June 22, 2023.
28. "US President Joe Biden hosts actress Eva Longoria at the White House for special Flamin' Hot screening" (<https://www.wionews.com/entertainment/hollywood/news-us-president-joe-biden-hosts-actress-eva-longoria-at-the-white-house-for-special-flamin-hot-screening-605501>). *WION*. Archived (<https://web.archive.org/web/20230622094417/https://www.wionews.com/entertainment/hollywood/news-us-president-joe-biden-hosts-actress-eva-longoria-at-the-white-house-for-special-flamin-hot-screening-605501>) from the original on June 22, 2023. Retrieved June 22, 2023.
29. "Flamin' Hot Schedule" (<https://schedule.sxsw.com/2023/films/2079241>). *SXSW*. Archived (<https://web.archive.org/web/20230209192512/https://schedule.sxsw.com/2023/films/2079241>) from the original on February 9, 2023. Retrieved February 9, 2023.
30. Vary, Adam B. (March 11, 2023). "'Flamin' Hot' Director Eva Longoria Brings Authenticity — and Avoids Controversy — at SXSW Premiere" (<https://variety.com/2023/film/news/flamin-hot-eva-longoria-richard-montanez-sxsw-1235550362/>). *Variety*. Archived (<https://web.archive.org/web/20230620070915/https://variety.com/2023/film/news/flamin-hot-eva-longoria-richard-montanez-sxsw-1235550362/>) from the original on June 20, 2023. Retrieved June 14, 2023.
31. Jordon, Julie. "*Flamin' Hot* Sneak Peek: Eva Longoria Directs Her First Feature Film—a Feel-Good Rags to Riches Story" (<https://people.com/movies/first-look-eva-longoria-directs-her-first-feature-film-with-a-feel-good-rags-to-riches-story-flamin-hot/>). *People*. Archived (<https://web.archive.org/web/20230104141722/https://people.com/movies/first-look-eva-longoria-directs-her-first-feature-film-with-a-feel-good-rags-to-riches-story-flamin-hot/>) from the original on January 4, 2023. Retrieved February 9, 2023.
32. D'Alessandro, Anthony (March 20, 2023). "Eva Longoria's 'Flamin' Hot' Is First Feature To Hit Both Hulu & Disney+ In Streaming Debut" (<https://deadline.com/2023/03/eva-longoria-flamin-hot-hulu-disney-1235304847/>). *Deadline Hollywood*. Archived (<https://web.archive.org/web/20230320182818/https://deadline.com/2023/03/eva-longoria-flamin-hot-hulu-disney-1235304847/>) from the original on March 20, 2023. Retrieved March 20, 2023.

33. Kanno-Youngs, Zolan (June 15, 2023). "'Flamin' Hot': Biden Hosts Screening of the (Kind of) True Story of the Spicy Chip" (<https://www.nytimes.com/2023/06/15/us/politics/biden-flamin-hot-screening.html>). *The New York Times*. ISSN 0362-4331 (<https://www.worldcat.org/issn/0362-4331>). Archived (<https://web.archive.org/web/20230622094417/https://www.nytimes.com/2023/06/15/us/politics/biden-flamin-hot-screening.html>) from the original on June 22, 2023. Retrieved June 22, 2023.
34. Prange, Stephanie (June 13, 2023). "'Avatar 2,' 'Manifest' Top Weekly Whip U.S. Streaming Charts" (<https://www.mediaplaynews.com/avatar-2-manifest-top-weekly-whip-u-s-streaming-charts/>). *Media Play News*. Archived (<https://web.archive.org/web/20230620070917/https://www.mediaplaynews.com/avatar-2-manifest-top-weekly-whip-u-s-streaming-charts/>) from the original on June 20, 2023. Retrieved June 14, 2023.
35. Prange, Stephanie (June 21, 2023). "'Black Mirror,' 'Avatar 2' Top Weekly Whip U.S. Streaming Charts" (<https://www.mediaplaynews.com/black-mirror-avatar-2-top-weekly-whip-u-s-streaming-charts/>). *Media Play News*. Archived (<https://web.archive.org/web/20230621192516/https://www.mediaplaynews.com/black-mirror-avatar-2-top-weekly-whip-u-s-streaming-charts/>) from the original on June 21, 2023. Retrieved June 21, 2023.
36. Gruenwedel, Erik (June 16, 2023). "Reelgood: Apple TV+ Sci-Fi Series 'Silo' Posts Fifth Consecutive Week Among Top 10" (<https://www.mediaplaynews.com/reelgood-apple-tv-sci-fi-series-silo-posts-fifth-consecutive-top-10-weekly-chart-ranking/>). *Media Play News*. Archived (<https://web.archive.org/web/20230616170418/https://www.mediaplaynews.com/reelgood-apple-tv-sci-fi-series-silo-posts-fifth-consecutive-top-10-weekly-chart-ranking/>) from the original on June 16, 2023. Retrieved June 16, 2023.
37. Griffith, Eric (June 16, 2023). "Must Watch: The Most Streamed TV Shows and Movies This Week" (<https://uk.pcmag.com/old-video-streaming-services/137478/must-watch-the-most-streamed-tv-shows-and-movies-this-week>). *PCMag UK*. Archived (<https://web.archive.org/web/20221114234846/https://uk.pcmag.com/old-video-streaming-services/137478/must-watch-the-most-streamed-tv-shows-and-movies-this-week>) from the original on November 14, 2022. Retrieved June 23, 2023.
38. Gruenwedel, Erik (June 23, 2023). "Netflix's 'Black Mirror' Tops Reelgood Weekly Streaming Chart" (<https://www.mediaplaynews.com/netflixs-black-mirror-tops-reelgood-weekly-streaming-chart-through-june-15/>). *Media Play News*. Archived (<https://web.archive.org/web/20230623154724/https://www.mediaplaynews.com/netflixs-black-mirror-tops-reelgood-weekly-streaming-chart-through-june-15/>) from the original on June 23, 2023. Retrieved June 23, 2023.
39. "'Flamin' Hot'" (https://www.rottentomatoes.com/m/flamin_hot). *Rotten Tomatoes*. Retrieved June 23, 2023.
40. "'Flamin' Hot'" (<https://www.metacritic.com/movie/flamin-hot>). *Metacritic*. Retrieved June 7, 2023.
41. Aguilar, Carlos (June 9, 2023). "Review: 'Flamin' Hot' entertainingly prints the legend" (<https://www.latimes.com/entertainment-arts/movies/story/2023-06-09/review-flamin-hot-cheetos-eva-longoria-richard-montanez>). *Los Angeles Times*. Archived (<https://web.archive.org/web/20230616170415/https://www.latimes.com/entertainment-arts/movies/story/2023-06-09/review-flamin-hot-cheetos-eva-longoria-richard-montanez>) from the original on June 16, 2023. Retrieved June 16, 2023.
42. Lowry, Brian (June 9, 2023). "'Flamin' Hot' tells a chips-to-riches story in Eva Longoria's feature directing debut" (<https://www.cnn.com/2023/06/09/entertainment/flamin-hot-review/index.html>). *CNN*. Archived (<https://web.archive.org/web/20230609191102/https://www.cnn.com/2023/06/09/entertainment/flamin-hot-review/index.html>) from the original on June 9, 2023. Retrieved June 16, 2023.

43. Nugent, John (June 12, 2023). "Flamin' Hot" (<https://www.empireonline.com/movies/reviews/flamin-hot/>). *Empire*. Archived (<https://web.archive.org/web/20230616170417/https://www.empireonline.com/movies/reviews/flamin-hot/>) from the original on June 16, 2023. Retrieved June 16, 2023.
44. Loughrey, Clarisse (June 8, 2023). "No one needed a Cheetos origin story, but Flamin' Hot still charms – review" (<https://www.independent.co.uk/arts-entertainment/films/reviews/flamin-hot-movie-true-story-disney-uk-b2352164.html>). *The Independent*. Archived (<https://web.archive.org/web/20230616170415/https://www.independent.co.uk/arts-entertainment/films/reviews/flamin-hot-movie-true-story-disney-uk-b2352164.html>) from the original on June 16, 2023. Retrieved June 16, 2023.
45. Tallerico, Brian (March 12, 2023). "SXSW 2023: Bottoms, Self Reliance, Flamin' Hot | Festivals & Awards | Roger Ebert" (<https://www.rogerebert.com/festivals/sxsw-2023-bottoms-self-reliance-flamin-hot>). *RogerEbert.com*. Archived (<https://web.archive.org/web/20230826012525/https://www.rogerebert.com/festivals/sxsw-2023-bottoms-self-reliance-flamin-hot>) from the original on August 26, 2023. Retrieved June 23, 2023.
46. Castillo, Monica (June 9, 2023). "Flamin' Hot" (<https://www.rogerebert.com/reviews/flamin-hot-movie-review-2023>). *RogerEbert.com*. Archived (<https://web.archive.org/web/20230623204256/https://www.rogerebert.com/reviews/flamin-hot-movie-review-2023>) from the original on June 23, 2023. Retrieved June 23, 2023.
47. Debruge, Peter (November 28, 2022). "Variety Announces 10 Directors to Watch for 2023" (<https://variety.com/2022/film/news/variety-announces-10-directors-to-watch-2023-1235443233/>). *Variety*. Archived (<https://web.archive.org/web/20230209071658/https://variety.com/2022/film/news/variety-announces-10-directors-to-watch-2023-1235443233/>) from the original on February 9, 2023. Retrieved April 12, 2023.
48. "Variety Hosts Ten Directors to Watch and Creative Impact Awards Brunch | Festivals & Awards | Roger Ebert" (<https://www.rogerebert.com/festivals/variety-hosts-ten-directors-to-watch-and-creative-impact-awards-brunch>). *RogerEbert*. January 6, 2023. Archived (<https://web.archive.org/web/20230412224000/https://www.rogerebert.com/festivals/variety-hosts-ten-directors-to-watch-and-creative-impact-awards-brunch>) from the original on April 12, 2023. Retrieved April 12, 2023.
49. Sasic, Ema (November 29, 2022). "Variety announces 10 Directors to Watch for 2023, Palm Springs film fest to honor them" (<https://www.desertsun.com/story/life/entertainment/movies/film-festival/2022/11/29/palm-springs-film-fest-2023-to-honor-variety-10-directors-to-watch/69685786007/>). *The Desert Sun*. Archived (<https://web.archive.org/web/20230625043038/https://www.desertsun.com/story/life/entertainment/movies/film-festival/2022/11/29/palm-springs-film-fest-2023-to-honor-variety-10-directors-to-watch/69685786007/>) from the original on June 25, 2023. Retrieved April 12, 2023.
50. Hipes, Patrick (March 20, 2023). "'Flamin' Hot', 'Mustache', 'The Luckiest Guy In The World' Among SXSW Audience Award Winners" (<https://deadline.com/2023/03/2023-sxsw-audience-award-winners-list-film-tv-xr-1235305092/>). *Deadline Hollywood*. Archived (<https://web.archive.org/web/20230422183702/https://deadline.com/2023/03/2023-sxsw-audience-award-winners-list-film-tv-xr-1235305092/>) from the original on April 22, 2023. Retrieved June 14, 2023.
51. Kay, Jeremy (March 20, 2023). "'Flamin' Hot' among SXSW audience winners, will get unprecedented streaming bow" (<https://www.screendaily.com/news/flamin-hot-among-sxsw-audience-winners-will-get-unprecedented-streaming-bow/5180370.article>). *Screen Daily*. Archived (<https://web.archive.org/web/20230610045724/https://www.screendaily.com/news/flamin-hot-among-sxsw-audience-winners-will-get-unprecedented-streaming-bow/5180370.article>) from the original on June 10, 2023. Retrieved June 14, 2023.

52. Grein, Paul (November 2, 2023). "Songs from *Barbie* Pace 2023 Hollywood Music in Media Awards Nominations (Full List)" (<https://www.billboard.com/music/awards/2023-hollywood-music-and-media-awards-nominations-full-list-1235461801/>). *Billboard*. Retrieved November 14, 2023.
53. "2023 HMMA WINNERS AND NOMINEES" (<https://www.hmmawards.com/2023-hmma-winners-and-nominees/>). *Hollywood Music In Media Awards*. Retrieved November 16, 2023.
54. "Nominees Announced for the 38th Annual Imagen Awards Celebrating Latino Excellence" (<https://www.imagen.org/2023/11/nominees-announced-for-the-38th-annual-imagen-awards-celebrating-latino-excellence/>). *Imagen Foundation*. November 10, 2023. Retrieved November 14, 2023.
55. "The Critics Choice Association Announces Honorees for the Celebration of Cinema & Television: Honoring Black, Latino and AAPI Achievements" (<https://www.criticschoice.com/2023/11/13/the-critics-choice-association-announces-honorees-for-the-celebration-of-cinema-television-honoring-black-latino-and-aapi-achievements/>). *Critics Choice Awards*. November 13, 2023. Retrieved November 14, 2023.
56. Neglia, Matt (December 21, 2023). "The 2023 Society Of Composers And Lyricists (SCL) Nominations" (<https://nextbestpicture.com/the-2023-society-of-composers-and-lyricists-scl-nominations/>). *Next Best Picture*. Retrieved December 31, 2023.
57. Admin, I. P. A. "IPA Reveals Nominations for the 28th Satellite™ Awards | International Press Academy" (<https://www.pressacademy.com/news/ipa-reveals-nominations-for-the-28th-satellite-awards/>). Retrieved December 31, 2023.
58. Gonzalez, Shivani (January 23, 2024). "Oscar Nominees 2024" (<https://www.nytimes.com/2024/01/23/movies/2024-oscar-nominees-list.html>). *The New York Times*. ISSN 0362-4331 (<https://www.worldcat.org/issn/0362-4331>). Retrieved January 23, 2024.

External links

- *Flamin' Hot* (<https://www.hulu.com/movie/flamin-hot-b81d7e5b-e244-432c-af28-bedf3f8e7020>) on Hulu
 - *Flamin' Hot* (<https://www.imdb.com/title/tt8105234/>) at IMDb
-

Retrieved from "https://en.wikipedia.org/w/index.php?title=Flamin%27_Hot&oldid=1224343892"

▪