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The New Mexico Film Office Announces Production for *Flamin' Hot* in New Mexico

SANTA FE, N.M. –The New Mexico Film Office today announced the feature film *Flamin' Hot* is currently in production in New Mexico. From Searchlight Pictures and directed by Eva Longoria, the film is produced by DeVon Franklin from an original script by Lewis Colick and Linda Yvette Chavez. Filming will take place through August 2021 in Albuquerque, New Mexico.

“*Flamin' Hot* is the story of Mr. Montanez, the Frito-Lay janitor who in the early 90's developed the cultural phenomenon of Flamin' Hot Cheetos in order to reach the untapped Latino market. As a majority-minority state filled with culture and love of Hot Cheetos we are thrilled that New Mexico will serve as the setting for bringing this story to the big screen,” said Alicia J. Keyes, Cabinet Secretary, New Mexico Economic Development Department.

Flamin' Hot is the inspiring true story of Richard Montanez, the Frito Lay janitor who channeled his Mexican American heritage and upbringing to turn Flamin' Hot Cheetos into an iconic snack that disrupted the food industry and became a global pop culture phenomenon. Previously announced stars Jesse Garcia and Annie Gonzalez will portray Richard and Judy Montanez.

“We are excited that the story of an iconic piece of American pop-culture will be made in New Mexico and employ thousands of local cast and crew. We welcome Eva Longoria and the entire team of *Flamin' Hot* to our state,” said Amber Dodson, Director, New Mexico Film Office.

The production will employ approximately 204 New Mexico crew members, 44 New Mexico principal cast members, and 875 New Mexico background and extras. Principal cast includes Jessie Garcia (*Quinceanera*) and Annie Gonzales (*Gentefied*).

For more information on the production contact:
barry.johnson@searchlightpictures.com

All film and television productions in New Mexico are required to adhere to the state's operative emergency public health order, associated public health

restrictions and COVID Safe Practices.

The New Mexico Film Office has released Back2One, a catchall set of principles, general recommendations, and resources for film and television productions operating during COVID-19. Back2One recommendations and other COVID Safe Practices can be found at nmfilm.com

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A division of the [New Mexico Economic Development Department](#)



The Economic Development Department's Mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.

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