

Start by breaking up your matzo into large chunks into a sieve or colander. It's ok if the matzo pieces are uneven. Rinse the matzo under cold water until dampened and just softened, about 10-15 seconds.

In a large bowl, whisk the eggs, cream, ranchero salsa, spices, and salt together. Add the soaked matzo to the bowl, and stir until the matzo is coated in the egg mixture.

Heat a large nonstick or well-seasoned cast-iron skillet over medium heat. Add the butter to the pan. Once the butter has fully melted, add the matzo mixture to the pan in an even layer. Allow the matzo to cook and brown on one side for 2-3 minutes. Flip the matzo pieces over and cook them on the other side until they are nicely browned as well, another 2-3 minutes.

Transfer to a large serving platter or individual plates. Top with sliced avocado, fresh scallion, cilantro, and sour cream and hot sauce if desired. Serve immediately.