

## **GUADALAJARA RESTAURANT GROUP OPENS NEW RESTAURANT CONCEPT, GUADALAJARA DEL CENTRO**

Guadalajara del Centro opens downtown at Houston Pavilions with a sleek restaurant and lounge, expanded menu and weekend brunch offerings

**HOUSTON** – February 9, 2009 – Guadalajara Hacienda, Houston’s home for fine Mexican food for 23 years, is opening its newest restaurant concept called Guadalajara del Centro at Houston Pavilions today. Guadalajara del Centro is the fourth restaurant in the Guadalajara family of restaurants and is located downtown at the corner of Dallas and San Jacinto.

Native Houstonians, the Torres brothers, Phillip and Fabian, grew up in the restaurant business. Their father, George Torres, opened El Gallo Mexican Restaurant on Gessner Road in 1971 with the help of his family and children. Founded in 1986 by Phillip and Fabian, the Guadalajara Hacienda concept has grown to three restaurants, offering guests an authentic Hacienda-style atmosphere and traditional dishes such as prime fajitas, specialty enchiladas, red snapper, ceviche, pineapple tres leches cake and more.

“We’re so excited about this new concept,” said Philip Torres, co-founder of Guadalajara Restaurant Group. “This del Centro restaurant is a bit different for us. It’s still the same great melt-in-your-mouth Mexican food that we’re known for, but it’s a very sleek and urban space. And, of course, we’re excited about coming to downtown Houston. There is so much happening in and around Houston Pavilions.”

Guadalajara del Centro blends a modern, sophisticated design with vibrant colors that reference Mexico – lime green, bright red, and golden yellow. The combination of Mexican and modern makes for an intimate and warm atmosphere. From the mosaic tiles, hand-painted ceiling murals, high-back round booths, and copper-topped tables imported from Mexico, the vibe is hip, sleek and chic. Guadalajara del Centro seats 168 guests in the main dining room and another 50 in the stylish and intimate upstairs lounge.

The menu is filled with familiar favorites as well as some exciting new options, such as the roasted corn bisque with lump crab meat, a fresh cilantro-and-mango-spiced ceviche and the Chilean sea bass “Del Jardin” which is fire-grilled and served on a bed of fresh spinach with garden vegetables. The restaurant also makes all of its tortillas, flour and corn, from scratch every day.

The expanded del Centro menu also boasts extensive bar selections including 10 margaritas, such as The Julio made with Don Julio Anejo, premium orange liqueur, fresh lime juice and a splash of fresh-squeezed orange juice. The bar menu also has seven signature martinis including the Rose Martini made with Grey Goose vodka and La Grenouille rose wine and fresh cranberry and lemon juices.

In addition to its regular menu, Guadalajara del Centro will offer a special brunch menu on Saturdays and Sundays from 11 a.m. to 3 p.m. The brunch menu includes banana-bread French toast, breakfast enchiladas, empanadas, migas and more.

Hours of operation are Sunday through Thursday, 11 a.m. to 10 p.m. and Friday and Saturday, 11 a.m. to 11 p.m. Happy Hour will be weekdays from 3 p.m. to 6 p.m. Lunch specials are available everyday until 4 p.m. Brunch will be served Saturdays and Sundays until 3 p.m. Catering services are available and to-go orders will be welcome starting in March.

#### About Guadalajara Restaurant Group

The original Guadalajara Hacienda opened at Town & Country Village and was later moved to Hwy. I-10 at Bunker Hill near Memorial City Mall. The success of the original was followed by two more locations, one at Hwy. 59 near Kirby and the other in The Woodlands. The family owned and operated business was founded in 1986. For more information, go to [www.guadalajarahacienda.com](http://www.guadalajarahacienda.com).

#### About Houston Pavilions

Houston Pavilions is the premiere entertainment, dining, retail and office hub in downtown Houston. Bounded by Dallas Street to the north, Polk Street to the south, Main Street to the west and Caroline Street to the east and connected by two signature "Sky Rings," Houston Pavilions spans four city blocks. The pedestrian and dog-friendly, open-air retail entertainment center is comprised of 360,000 square feet of retail space, 200,000 square feet of office space and a 1,600-space parking garage. Houston Pavilions is open seven days a week: Monday through Saturday, 10 a.m. to 9 p.m.; Sunday, noon to 6 p.m.

#### For More Information:

Phil Hudson, Houston Pavilions, 832-320-1204 or [phil@houstonpavilions.com](mailto:phil@houstonpavilions.com)