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Real Mex Restaurants Opens new El Torito Grill in Anaheim

Progressive Mexican concept continues expansion in Orange County.

Cypress, Calif. (January 15, 2007) — El Torito Grill, boasting a fusion of traditional and innovative Mexican cuisine and hospitality, today announced the opening of its newest restaurant in Anaheim – the second new opening in as many months and the tenth location for the chain. Located in the new Stadium Lofts at 1801 E. Katella Ave., Anaheim, California, El Torito Grill showcases warm, sophisticated decor that complements the creative, contemporary Mexican cuisine.

Showing the commitment of parent company Real Mex Restaurants to expanding this upscale Mexican concept, Anaheim is the El Torito Grill brand's tenth location. "We are proud to bring an upscale El Torito Grill to Anaheim and continue to grow a concept we believe has national potential," said Fred Wolfe, CEO of Real Mex Restaurants. "We are pleased to strengthen our ties with the Anaheim community and look forward to serving the local businesses and neighborhoods a heightened culinary experience."

The new El Torito Grill location combines a copper color palette, amber tones, rich woods, and fabrics with traditional Mexican finishes, such as arched walls and ornate Oaxacan pottery, to create a unique dining environment. Another Mexican icon, the agave, showcased in privately commissioned paintings featured throughout the restaurant, celebrates Mexico's gift of tequila.

"Our exhibition kitchen, tortilla comal (cooktop) and signature mesquite grilling highlight El Torito Grill's commitment to freshness, quality and innovation associated with upscale dining," said Raul Canales, general manager of the new restaurant. The menu boasts cuisine that is a progressive fusion of contemporary and traditional Mexican ingredients. Real mesquite wood-burning grills impart a signature smoky flavor to steak, poultry, fresh fish and vegetables. El Torito Grill serves contemporary dishes that blend traditional Mexican ingredients, such as jalapeño and tomatillo with unique seasonings like tamarind and achiote. This combination of old and new creates bold and distinct flavors, such as jalapeño butter and tamarind barbecue sauce. El Torito Grill enhances familiar and cravable Mexican dishes, such as quesadillas and chile rellenos, by incorporating unconventional ingredients such as lobster and goat cheese. From Guacamole prepared tableside, to Lobster Tamale Cake with chipotle and jalapeno butter sauces to Tamarind Barbecue Baby Back Ribs, El Torito Grill places a sophisticated spin on Mexican classics.

(more)

El Torito Grill's local business hours are Mon.-Thurs. 11:00 AM to 10 PM, Fri. - Sat. 11:00 AM to 11:00 PM and Sunday 10:00 AM- 10:00 PM. For more information, consumers may call the restaurant at (714) 937-1248.

About El Torito Grill

Offering a unique culinary experience, El Torito Grill is dedicated to bringing a sensory experience that is a fusion of the contemporary and native foods of Mexico. Flour tortillas are handmade, prepared fresh throughout the day and served with fresh salsas and signature honey butter. The wood-fired mesquite grill imparts a sweet smoky essence to the food in the traditional Mexican style. The house Margaritas are hand-shaken and made with Premium Jose Cuervo Gold Tequila and Orange Curacao. El Torito Grill specializes in an abundant selection of oak-aged Reposado, Añejo and 100% Blue Agave tequilas made for sipping with citrus or alone in a snifter. El Torito Grills are located in Beverly Hills, Brea, Irvine, Newport Beach, Mission Viejo, Torrance, Sherman Oaks, Rancho Santa Margarita, Indianapolis, Indiana and now in Anaheim, California.

About Real Mex Restaurants

Headquartered in Cypress, Calif., Real Mex Restaurants Inc. is the largest full-service, casual dining Mexican restaurant chain operator in the United States, with 197 company-owned restaurants and an additional 50 franchised and licensed units. These include 69 El Torito restaurants, 69 company-owned Chevys Fresh Mex ® restaurants, 35 Acapulco Mexican restaurants, 10 El Torito Grill restaurants, 5 company-owned Fuzio Universal Pasta restaurants, the Las Brisas restaurant in Laguna Beach, and several regional restaurant concepts such as Who-Song & Larry's, Casa Gallardo, El Paso Cantina and GuadalaHARRY'S. Real Mex Restaurants is committed to the highest standards and is dedicated to serving the freshest Mexican food with excellent service in a clean, comfortable, and friendly environment. For more information, please visit the company's Web sites at www.realmexrestaurants.com.

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