



## FOR IMMEDIATE RELEASE

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### **Real Mex Restaurants Introduces Sinigual Contemporary Mexican Cuisine to Brandon, Florida**

***Progressive Mexican concept brings their unrivalled brand to the East Coast.***

Cypress, CA (June 9, 2008) — Sinigual Contemporary Mexican Cuisine, boasting a fusion of traditional and innovative Mexican cuisine and hospitality, today announced it's foray into the East Coast. Located at 850 Brandon Towne Center Mall, **Sinigual**, the newest concept from Real Mex Restaurants showcases warm, sophisticated decor that complements creative and innovative Mexican cuisine.

"We are proud to open our upscale Sinigual restaurant in Brandon, Florida as this marks the first step of growth for a concept we believe has national potential," said Fred Wolfe, CEO of Real Mex Restaurants, owner and operator of Sinigual Contemporary Mexican Cuisine. "We are pleased to become part of the Brandon community and look forward to serving the local businesses and neighborhoods a heightened culinary experience."

**Sinigual** celebrates a fusion of contemporary and native flavors of Mexico. Even the name itself is a fusion of words, meaning *without equal, above the rest* and *unique*. **Sinigual** artfully blends the traditional and the unexpected. A pleasing palette of colors, textures and tastes that brings to life the very essence of all that Mexico celebrates. Rich culture. Delicious cuisine. Festive gatherings of family and friends.

At **Sinigual**, guests will receive unparalleled service and taste creative interpretations of nuevo classics prepared with only the freshest and finest ingredients. Dishes are designed to satisfy and surprise. Guests are greeted with handmade flour tortillas, prepared fresh throughout the day and served with fresh salsa quemada, salsa roja and signature honey butter.

An exhibition kitchen, tortilla comal and signature mesquite-grilling highlight **Sinigual's** commitment to freshness, quality and innovation associated with upscale dining. Real mesquite wood-burning grills impart a signature smoky flavor to meat, poultry, fish and vegetables. Sinigual serves contemporary cuisine that blends traditional Mexican ingredients, such as jalapeño and tomatillo with unique ingredients like tamarind and achiote. This combination of old and new creates bold and distinct flavors, such as jalapeño butter and tamarind barbecue sauce. From **Fresh Guacamole** prepared tableside customized to your spice preference, to **Lobster Tamale Cake** with chipotle and jalapeno butter sauces to **Chipotle Barbeque Jumbo Shrimp**

sautéed with roasted red and pasilla chiles in raspberry tamarind sauce, **Sinigual** places a sophisticated spin on Mexican classics. Sinigual signature dishes include:

- Handmade **Chile Rellenos**, panko crusted pasilla chiles filled with cotija, goat and jack cheeses with fresh mango-pineapple salsa;
- **Santa Fe Enchilada Stack** featuring citrus-garlic marinated and slow-roasted pork with chipotle barbecue sauce and cilantro crema fresca atop fresh plantains;
- **Grilled Fajitas Salad** mesquite grilled steak or chicken tossed tableside with chilled romaine, cotija cheese and fresh Hass avocados;
- **Chipotle Barbecue Ribs** slow roasted and basted with our signature smoky-sweet chipotle-raspberry tamarind barbecue sauce.

These are but a few of the new discoveries waiting at **Sinigual Contemporary Mexican Cuisine**. At **Sinigual**, signature Cadillac Margaritas are hand-shaken and made with premium 1800 Reposado and Grand Marnier. We specialize in an abundant selection of oak-aged Reposado, Anejo and 100% Blue Agave Tequilas made for sipping with citrus or alone in a snifter. We invite you on a culinary journey through Mexico's past. And its future.

### **Decor**

Inspired by the heritage of mesquite-grilling and bold and distinct flavor profiles, Wolfe partnered with designer Margee Drews to create an upscale, contemporary prototype for **Sinigual**. The team wanted to highlight the warmth associated with fire and flames and infused copper color palate, ambient lighting and sheer fabrics for a more upscale alternative to casual dining. The overt use of amber tones, rich woods, ultra suede fabrics, wrought iron elements coupled with traditional Mexican finishes, such as arched walls and wrought iron, deliver a unique experience. Another Mexican icon, the agave, showcased in a privately commissioned painting, celebrates Mexico's gift of tequila. The painting of jimadores harvesting agaves in the fields of Jalisco, spans two entire walls, and is comprised of 60 individual 10" x 10" squares.

**Sinigual**. There is no other.

### **About Real Mex Restaurants**

Headquartered in Cypress, California, Real Mex Restaurants is the largest full-service, casual dining Mexican restaurant chain operator in the United States with 154 restaurants in California and an additional 33 company-owned restaurants in 13 other states. They include 70 El Torito Restaurants, 69 company-owned Chevys Fresh Mex Restaurants, 32 Acapulco Mexican Restaurants, 10 El Torito Grill Restaurants, the Las Brisas Restaurant in Laguna Beach, and several regional restaurant concepts such as Who-Song and Larry's, Casa Gallardo and El Paso Cantina. 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, visit the company's websites at: [www.sinigualrestaurants.com](http://www.sinigualrestaurants.com), [www.eltorito.com](http://www.eltorito.com), [www.chevys.com](http://www.chevys.com), or [www.acapulcorestaurants.com](http://www.acapulcorestaurants.com).