



## NEWS RELEASE

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**The Accolades Keep Coming for El Parador Café  
NYC's #1 Mexican Restaurant Wins Its Fifth Michelin Award, Receives a Great Review  
from the Wall St. Journal**

**New York, NY, October 10, 2010** – If there is one thing that is certain in the restaurant business, it is that, if you consistently deliver a fantastico dining experience, your prominence and high level of customer loyalty will never diminish. Such is the case with El Parador Café. The restaurant received its 5<sup>th</sup> consecutive Bib Gourmand award from *The Michelin Guide*. "These restaurants are our inspectors' favorites - the ones they'll go to on the weekend with their own pocket money," said *Michelin Guide* director Jean-Luc Naret, as originally reported by the *NY Daily News*.

Additionally, the restaurant continues to receive rave reviews from major news and dining media outlets. El Parador Café was featured in the Lunchbox column of the *WSJ* on October 4<sup>th</sup>. Among other compliments, the article calls the restaurant "instantly inviting," mentions our "famous margaritas" and "addictive, cinnamon-infused salsa," and notes that we serve "the best in regional (Mexican) cuisine." The full article, with a number of great photos, can be found on [WSJ.com](http://online.wsj.com/article/SB10001424052748704380504575530281987112078.html?KEYWORDS=El+Parador+Cafe) at

<http://online.wsj.com/article/SB10001424052748704380504575530281987112078.html?KEYWORDS=El+Parador+Cafe>

"It's very gratifying," commented Alex Alejandro, proprietor of El Parador Café. "It shows that if you offer a consistently high quality and authentic dining experience, you are always in the hearts and minds of reviewers and patrons alike."

**About El Parador Café**

El Parador Café was established in 1959 and is the oldest Mexican restaurant in New York City, currently celebrating its 51<sup>st</sup> year of operation. Respected as having the best Margaritas by *The New York Press* and the best Ceviche by *The New York Times*, Carlos Jacott launched and nurtured the original establishment, first located on 2nd Avenue and 31st Street.

While Carlos was deemed Maitre D' par excellence, he also made his mark as an all-time great restaurateur. He sold his successful enterprise to Manuel Alejandro in 1990. The torch has been passed to Manny's son, Alex, a 1994 graduate of The French Culinary Institute, who continues to grow the restaurant's following by offering an excellent menu, world class bar & lounge and warm atmosphere.

El Parador Café is dedicated to culture, care, and warmth. Many of our customers first met each other here, and have held their most intimate gatherings, as well as their most important business & social events, at our restaurant.