



*"Over 50 Years of Fantastico"*

El Parador Café  
325 East 34<sup>th</sup> Street  
New York, NY 10016

## NEWS RELEASE

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### **El Parador Café Moves briskly into 2010 *NYC's Favorite Mexican Restaurant Builds on 2009, With Exciting Plans for 2010***

**New York, NY, February 3, 2010** – after a year of great success and celebration in 2009, El Parador Café is has already moved quickly into 2010 mode, with programs in place to engage customers and showcase the restaurant on a whole new level. Plans include a new and more interactive web site, being launched this week, customer loyalty programs, and celebrations of old and new special events throughout the year. “We had a wonderful time in 2009, celebrating our 50<sup>th</sup> year in business with friends old and new,” commented Alex Alejandro, Proprietor. “We will use this momentum to continue to keep things fresh, fun and fantastico in 2010.”

The new web site, located at [elparadorcafe.com](http://elparadorcafe.com), debuts new images of the restaurant's award winning cuisine and décor, makes booking reservations and private parties & events even easier, and allows loyal patrons to register to receive news and information about upcoming events. There is also a fully developed News/Press area, showcasing El Parador Cafe's awards, mentions and accolades.

The restaurant will also host a variety of loyal patron, Mexican Holiday and sports and entertainment-themed events throughout 2010. “We're also going to continue some very popular programs, such as our Tasting Hour from 3-6PM daily, with \$5 margaritas, beer and sangria as well as half priced appetizers, and our Monday evening Wine Lovers special, with no corking fees and 20% off wine list prices.

#### **About El Parador Cafe**

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 at our restaurant.