



El Parador Café
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NEWS RELEASE

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El Parador Café Continues Its Recognition Streak—Named #1 NYC Mexican Restaurant by NBC-TV

Cinco De Mayo News Story Builds Upon *Michelin Guide's* #1 Ranking

New York, NY, June 15, 2009 –El Parador Café has again been named the #1 Mexican Restaurant in New York City. On May 5, 2009, NBC-TV NY aired a segment on best places to go for Cinco De Mayo festivities. El Parador was at the top of the list. A segment on the TV station's early morning show referenced the #1 ranking in *The Michelin Guide*, a noted restaurant guide and review/ratings book that has been evaluating great dining experiences for

over a century. El Parador Café also received special Bib Gourmand recognition, signifying that it is a reviewer favorite, as well as offering great value to its customers.

“What can we say?” noted Alex Alejandro, owner and manager. “We have been a NY dining legend for 50 years now and received more than our share of formal and not so formal accolades and awards over the years. It’s very fulfilling to continue to be recognized today for providing an exceptional dining experience to both professional reviewers and customers alike. It shows that it’s always a fantastico time to come and enjoy El Parador Café.”

About El Parador Cafe

El Parador Café was established in 1959 and is the oldest Mexican restaurant in New York City, celebrating its 50th year of operation in 2009. 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 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.