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Real Mex Restaurants Introduces Sinigual Contemporary Mexican Cuisine to New York

Progressive Mexican concept brings their brand to Manhattan.

Cypress, CA (September 25, 2008) — **Sinigual Contemporary Mexican Cuisine**, boasting a fusion of traditional and innovative Mexican cuisine and hospitality, today announced the opening of its flagship location in New York. Located at 150 East 42nd Street in New York City, **Sinigual**, the newest concept from Real Mex Restaurants showcases warm, sophisticated décor that complements creative and innovative Mexican cuisine.

“We are proud to open **Sinigual** restaurant in New York as this marks another step of growth,” said Fred Wolfe, CEO of Real Mex Restaurants, owner and operator of **Sinigual Contemporary Mexican Cuisine**. “We are pleased to become part of the Manhattan community and look forward to showcasing warm hospitality and serving the local businesses and neighborhoods an unparalleled Mexican 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 grilled favorites highlight **Sinigual's** commitment to freshness, quality and innovation associated with upscale dining. Sinigual serves contemporary cuisine that blends traditional Mexican ingredients, such as pasilla and habanero with unique ingredients like tamarind and achiote. This combination of old and new creates bold and distinct flavors, such as pasilla-cilantro rice and chipotle-raspberry tamarind barbecue sauce. From **Fresh**

Guacamole and **Salsa Machucada** prepared tableside and customized to your spice preference, to **Lobster Enchiladas** with mushrooms, tomatoes, capers and roasted chile de arbol sauce and **Carne Asada** with citrus-habanero marinated red onions, **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;
- **Salmon a la Parilla** featuring chile coriander sauce and pasilla-cilantro rice;
- **Grilled Fajitas Salad** steak, chicken or shrimp tossed tableside with chilled romaine, cotija cheese and fresh avocados;
- **Chipotle Barbecue Ribs** slow-roasted and basted with signature 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, Añejo and 100% Blue Agave Tequilas made for sipping with citrus or alone.

Décor

Sinigual's décor is authentically and culturally inspired by contemporary Mexican design and architecture. The inspiration of art and design has been brought to life by Fred Wolfe, interior designer, Margee Drews and nationally renowned artist, David Early.

The color palette, comprised of rich, warm, copper and brown tones, lends itself to a nostalgic feeling of Mexican heritage and design. Upon entering, an array of 79, hand-made star lights hang from the ceiling and create an infinity effect connecting the front and back of the restaurant, together as one.

Resembling the sun-drenched climates in Mexico, the interior walls were designed with a custom-colored lime-wash paint that continues to "bloom" over time as it becomes exposed to air, creating a subtle texture finish.

David Early's interpretation of an agave field in Jalisco, Mexico is artfully depicted in a hand-painted mural that spans 42-feet wide across the main wall of the restaurant. Its 24-karat gold-leaf painted squares create a rich, warm ambiance and a striking reflective tone resembling a golden sunrise.

Additional portraits depicting contemporary interpretations of a Mexican Matador and Señorita hang on the wall connecting the dining area to the bar. The striking expressions on their faces offer a dramatic appeal to the observer.



The illuminated bar top, a rare slab, was created from semi-precious stones set in resin, cut and polished for a smooth finish. The back-bar display is made from hand-forged, wrought-iron designed to resemble the shadowy outlines of five agave plants. For a dramatic effect, a display of 100% Blue-Agave tequilas are internally illuminated, releasing rays of warm light into the bar.

To further add to the designs authenticity, a hand-cut 16-foot polished mesquite wood table invites

guests to celebrate family style. The mesquite bark was carefully removed to retain its beauty and maintain a distressed look. Surrounding the table top are “hair-on-hide” stools where guests can sit and enjoy their favorite margaritas.

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 34 company-owned restaurants in 13 other states. They include 70 El Torito Restaurants, 68 company-owned Chevys Fresh Mex Restaurants, 32 Acapulco Mexican Restaurants, 9 El Torito Grill Restaurants, the Las Brisas Restaurant in Laguna Beach, 3 Sinigual Restaurants 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, www.eltorito.com, www.chevys.com, or www.acapulcorestaurants.com.