

## FOR IMMEDIATE RELEASE

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## CHEVYS FRESH MEX® CONTINUES NATIONAL EXPANSION

### *Opens 4th New York Location*

#### *Chevys Fresh Mex® To Open at Palisades Center Mall, West Nyack, NY*

CYPRESS, Calif. (November 3, 2006) – Chevys Fresh Mex®, a leading full-service, national casual Mexican restaurant chain, will open its newest location at 1000 Palisades Center Drive in the Palisades Center Mall in West Nyack, New York on Monday, November 6. The opening represents the 104<sup>th</sup> restaurant nationwide.

The originator of Fresh Mex®, the Chevys menu features fresh and innovative Mexican dishes prepared from scratch using only the freshest ingredients, from their award-winning chips and mesquite grilled salsa, to their fresh tableside guacamole and seasonal fresh fruit margaritas, Chevys Fresh Mex® is “Alarmingly Fresh.” Chevys features nine sizzling different fajitas and serves them with their signature tortillas made by EL MACHINO® that turns out piping-hot, fresh tortillas every 53 seconds. The Palisades Center Mall location features a two-tiered dining area, a full bar with an extensive drink menu, and indoor patio seating.

The atmosphere will be fun and festive with a border cantina décor that includes brightly colored walls, playful antique, Mexican vintage produce labels and slogans that showcase the quirky, sassy personality of the restaurant interspersed on walls throughout the restaurant.

“Chevys will be one of a few, if not the only full-service Mexican restaurant in the area. This is a great opportunity to introduce the West Nyack community to Chevys Fresh Mex® cuisine and friendly, festive hospitality that are hallmarks of our national reputation,” says Chuck Rink, President of Chevys. “The Chevys menu will offer appetizers, entrees, and drinks that are unique to Chevys and which are not available at any other Mexican-style restaurants. We think Chevys will be a welcome change-of-pace from the current casual dining options available at the Palisades Mall.”

Chevys will celebrate its opening day with a private V.I.P. function giving local dignitaries who are unfamiliar with the Chevys menu and concept, a behind-the-scenes look at the kitchen, bar, dining area and providing a first-hand demonstration of the trademark El Machino® tortilla machine. Guests will be treated to live music from a 7-piece mariachi band and Chevys Fresh Mex® cuisine and signature margaritas.

Chevys West Nyack is open from Sunday through Thursday 11am-10pm, and Friday and Saturday 11am-11 pm. For more information please call: 845-353-2772.

#### **About Chevys Fresh Mex®**

Chevys, Inc., is a leading independent Mexican restaurant chain in the U.S., with 104 Chevys Fresh Mex® Restaurants nationwide. Chevys originated the Fresh Mex® concept in Mexican cooking twenty years ago. Fresh Mex® is a registered trademark of Chevys, Inc. For more information about Chevys restaurants, please visit the company’s website at [www.chevys.com](http://www.chevys.com).

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