



## FOR IMMEDIATE RELEASE

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## Real Mex Restaurants Introduces Sinigual Contemporary Mexican Cuisine to Beverly Hills

*Progressive Mexican concept further evolves their unrivalled brand.*

Cypress, CA (April 28,2008) — El Torito Grill, boasting a fusion of traditional and innovative Mexican cuisine and hospitality, today announced the conversion of its Beverly Hills location to **Sinigual Contemporary Mexican Cuisine**. Located at 9595 Wilshire Boulevard in the CB Richard Ellis building, **Sinigual**, the newest concept from Real Mex Restaurants showcases warm, sophisticated decor that complements creative and innovative Mexican cuisine.

“We are proud to evolve the legacy of El Torito Grill, a pioneer in progressive Mexican cuisine. Now, **Sinigual** takes all the best El Torito Grill offers and raises the bar even higher for a sophisticated Metro-Mexican experience,” said Fred Wolfe, CEO of Real Mex Restaurants, owner and operator of **Sinigual** Contemporary Mexican Cuisine. “We are excited to bring a refreshed concept to Beverly Hills and look forward to enhancing the experiences of the local businesses and neighborhoods.”

**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. **Sinigual** introduces “Bocaditos,” a new line of small bites, including:

- Handmade **Jalapeño Rellenos**, panko crusted jalapeno peppers filled with succulent crab, creamy jack cheese and grilled corn;
- **Plantains with BBQ Carnitas** featuring citrus-garlic marinated and slow-roasted pork with chipotle barbecue sauce and cilantro crema fresca atop fresh plantains;



- **Garlic Shrimp Torta** jumbo shrimp sautéed with tomatoes, pasilla chiles, white wine and garlic in a soft telera roll;
- **Chipotle Barbecue Ribs** slow roasted and basted with our signature smoky-sweet chipotle-raspberry tamarind barbecue sauce.



Hallmark to **Sinigual**, the wood-fired mesquite grill imparts a sweet, smoky essence to dishes in the traditional Mexican style. New specials at Sinigual include **Filet Mignon Enchiladas** wrapped in corn tortillas with a chipotle-sherry mushroom sauce & Fire-Roasted Grilled Shrimp and **Mesquite-Grilled Citrus Salmon** on pine nut black bean salad and Spicy diablo-marinated **Garlic Shrimp Fideo**, jumbo shrimp atop pasta sautéed with garlic, tomatoes, jalapeno butter and white wine. 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, Anejo and 100% Blue Agave Tequilas made for sipping with citrus or alone in a snifter. We invite you on a culinary journey through Mexico's past. And its future.

#### **Decor**

Inspired by the heritage of mesquite-grilling and bold and distinct flavor profiles, Wolfe partnered with designer Margee Drews to create an upscale, contemporary prototype for **Sinigual**. The team wanted to highlight the warmth associated with fire and flames and infused copper color palate, ambient lighting and sheer fabrics for a more upscale alternative to casual dining. The overt use of amber tones, rich woods, ultra suede fabrics, wrought iron elements coupled with traditional Mexican finishes, such as arched walls and wrought iron, deliver a unique experience. Another Mexican icon, the agave, showcased in a privately commissioned painting, celebrates Mexico's gift of tequila. The painting of jimadores harvesting agaves in the fields of Jalisco, spans the entire wall, and is comprised of 100 individual 10" x 10" squares.

**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 33 company-owned restaurants in 13 other states. They include 69 El Torito Restaurants, 68 company-owned Chevys Fresh Mex Restaurants, 32 Acapulco Mexican Restaurants, 10 El Torito Grill Restaurants, the Las Brisas Restaurant in Laguna Beach, 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](http://www.sinigualrestaurants.com), [www.eltorito.com](http://www.eltorito.com), [www.chevys.com](http://www.chevys.com), or [www.acapulcorestaurants.com](http://www.acapulcorestaurants.com).