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**NEW ROJO MEXICAN GRILL OFFERS AUTHENTIC
AND HIGH QUALITY MEXICAN CUISINE IN TWIN CITIES**

-- Original concept developed by son of local Chi Chi's founder --

St. Louis Park, Minn., Aug., 11, 2010 – A new Twin Cities restaurant will soon be serving authentic and delicious Mexican cuisine with a modern twist.

Rojo Mexican Grill, opening at The Shops at West End on Aug. 23, 2010, will offer a full, value-conscious menu of delicious appetizers, salads, soups and entrees influenced by the foods of Mexico. Featuring traditional and favorite ethnic dishes, as well as creative "nuevo" Mexican interpretations, the stylish, modern restaurant will serve up a hip twist on the traditional Mexican-themed restaurant.

"We wanted to make great, authentic Mexican food more accessible and in an environment that's warm, comfortable and familiar," said Michael McDermott, co-founder of Rojo with Jason Merritt and the son of Marno McDermott, a pioneering restaurateur who brought Mexican dining to the Midwest when he founded the successful Mexican restaurant chain Chi-Chi's in the 1970s. "I grew up in the business and surrounded by great Mexican food, but we didn't feel anyone today was offering Mexican cuisine the way we wanted it. You may find authentic Mexican food, but you might not find it in a familiar and welcoming environment."

McDermott developed the concept and menu after years of traveling to Mexico, scouring his father's recipe archive, as well as crafting and fine-tuning dishes. The result is an original concept that delivers creative, high quality and affordable food that is simple and approachable to diners, as well as consistent and easy to execute.

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“When you come to Rojo we want you to feel you’re in a comfortable environment, but to also feel you’re being treated to something special and unique,” said McDermott. Internationally renowned professional poker player Phil Ivey is also an investor in the concept.

The Cuisine

Rojo will serve new culinary creations and many traditional dishes, such as quesadillas, tacos and enchiladas, but with bold new flavors or in unique presentations. Ingredients, such as the tortillas, guacamole, and salsas, will be made fresh from scratch each day. And Rojo uses special proprietary blends of Mexican spices to create the unique recipes.

“People should find our meals familiar, but with an unexpected or unique variation,” said McDermott.

Standout appetizers include the Cotija Grilled Corn (two cobs of sweet corn smothered in Mexican spices and cheese) and the Roasted Pablano Queso (a blend of Manchego and Oaxaca cheeses with roasted vinaigrette). The Fish Tacos made with sautéed snapper and the Carne Asada Tacos consisting of marinated grilled skirt steak with caramelized onions, cheese and other additions, promise to be crowd favorites. Signature entrees include the Black Chile made with pasilla chile, onions, Serrano peppers and pork, as well as the Carnitas consisting of citrus marinated pork shoulder with garlic and brown sugar. Desserts, plentiful side dishes and kid-friendly meals round out the menu.

The Tequila Bar will offer more than 75 bottles of tequila housed in a glass tower, in addition to a full liquor, wine and beer menu. Specialty cocktails are available such as margaritas, sangrias and over 30 other tequila-based recipes, many made with real Mexican fruit. Tequila flights will allow patrons to taste tequila from more than 17 different distilleries. A “coinstyle” margarita will be available to let people experience the tequila without all the extras. Spanish and classic northern California red and white wines will be featured.

The Décor

The stylish 5,800 sq. ft. Rojo restaurant seats more than 280 guests and was designed to evoke traditional Mexican décor, but with a modern influence. Warm woods and soft red upholstery are offset by accents of leather, stone and steel. The dining room will offer

traditional table service and a generous view of the kitchen where diners can watch food prepared throughout the process. Three centrally located tables will be dedicated to preparing hand-rolled tortillas, fresh guacamole and salsa in full view each day.

“We want to be as transparent as possible with our food preparation because we want people to see how fresh our food is,” said McDermott. “We also think a behind the scenes look provides great entertainment.”

Menu items range from \$4.50 – 18. Lunch and dinner will be offered daily and, weather permitting, outside patio dining will be made available. Hours of operation are: Sunday – Thursday 11 a.m. – 11 p.m. and Friday - Saturday 11 a.m. – 12 a.m. Visit www.RojoMexicanGrill.com for more information.

About Rojo Mexican Grill

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