

For Immediate Release:



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### **New Year, New location, New pricing –**

#### **El Chile and El Chilito Swap Downtown Spots, and Ring in the New Year with a Few Great Offers!**

(January 2010) Austin, TX — A new year calls for new beginnings. That's why the much-loved family of Tex-Mex restaurants, El Chile and little brother El Chilito, have swapped their Congress Avenue and Barton Springs locations—proving that when customers send a message, El Chilito and El Chile listen.

“After opening El Chile on Congress and El Chilito on Barton Springs, we found many of our Congress customers wanted breakfast tacos and quick lunch options that El Chilito could provide,” says Carlos Rivero, owner of both hip Tex-Mex eateries. “At the same time, our customers on Barton Springs, were interested in a more expanded menu with margaritas; something El Chile could deliver. We knew we could accommodate this best by swapping the locations.”

Now downtown taqueria fans can enjoy the convenience of their favorite on-the-go-Tex-Mex eatery, El Chilito, at 918 Congress Avenue for savory build-your-own tacos and burritos all within walking distance of offices and other downtown attractions including the Capitol, and Austin's many museums and performing arts venues.

But not to worry, those that love their El Chile fix can now enjoy a cozy seat on the deck of El Chilito's former 1025 Barton Springs Road location beginning Friday, January 15, 2010. Only a hop, skip, and a jump away from Zilker Park, and conveniently within walking distance of the beautiful Long Center for the Performing Arts, the chic vibe of El Chile will fit right in with the other popular dining spots along Austin's popular restaurant row. With its expansive indoor and outdoor seating, diners will feel at home sipping El Chile's signature spicy orange-infused margaritas with tangy tamarind and chile salt and snacking on smoky fire-roasted salsa and chips.

And though the restaurant swap is sure to please its faithful fans, diners will also enjoy El Chile's new menu featuring the same great legendary dishes such as spicy Camarones a la Plancha and rich Enchiladas de Mole Rojo with new lower pricing. (Not to mention free margaritas while the restaurant waits for its liquor license at the Barton Springs location.)

“We've seen a significant decrease in our food costs recently,” says Rivero. “I really felt compelled to pass those savings on to our customers as well.”

In addition, El Chile is expanding its Happy Hour to include half-price appetizers and \$1-off specialty drinks by offering a weekend Brunch Happy Hour from 11:00 a.m. to 3:00 p.m. and an all night Happy Hour Sunday and Monday 5:00 p.m. to close.

“We're keeping the concept consistent,” says Rivero. “We know El Chile and El Chilito work, we just needed to put them in the right locations to work better for our customers.”

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For more information about El Chile Café y Cantina, visit [www.ElChileCafe.com](http://www.ElChileCafe.com), or call (512) 391-0936.