

Mi Cocina to Expand into Houston

Iconic restaurant will bring signature Tex-Mex staples and bar favorites to River Oaks

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DALLAS (February 10, 2023) – The Mambo Taxi is cruising down I-45, as Mi Cocina travels into Houston with a new restaurant soon to launch in River Oaks. Projected to open its doors in October, the M Crowd restaurant group's latest installment will begin serving its signature brisket tacos and famous margaritas in a new space boasting a premium upscale bar, and an authentic, custom-made design.

"Mi Cocina is a family first and foremost, and our family is proudly growing," says Edgar Guevara, president & CEO of parent company M Crowd Restaurant Group. "This new Houston location will offer us another opportunity to cater to a beloved neighborhood and our employees, while also serving the community, initiatives that are central to our core mission and our brand."

Much like with recent models, the latest Mi Cocina will include a large upscale bar offering premium spirits, an elevated experience, and a speakeasy vibe.. The newest location will employ between 80 and 100 people, and will feature a contemporary design created by authentic Mexican artisans, including an original, custom painting commissioned by famed artist Luis Sottill.

With 22 locations across Texas and Oklahoma, and a 23rd coming to McKinney in the spring, the Lone Star State has developed an insatiable appetite for Mi Cocina's iconic Tex-Mex menu. After navigating through the pandemic by expanding take-out business and dispatching food trucks into local neighborhoods, Mi Cocina has not only survived, but thrived. Through it all, and with each new restaurant installment, the brand born of humble beginnings maintains a deep-rooted connection to its heritage and traditions.

"I've been a guest of this brand and a fan of this brand for 20 years. My kids grew up eating Mi Cocina. Now, I get to run the company, and I've always thought that Mi Cocina had great lengths to grow outside of Dallas," says Guevara. "We're starting to put our strategy together, and with our Houston location we'll be able to continue doing what we love — sharing authentic food and culture with a neighborhood that will be able to count on us."

The newest Mi Cocina will be located in the prestigious River Oaks neighborhood, in the space previously occupied by Seasons 52, and will lean on the elements that have been essential to the brand's three decades of success: a quality staff, and a menu featuring fresh, authentic ingredients.

"Those things are key, and ideally, we'd love to share that with as many of our neighbors as possible," Guevara says.

The launch of Mi Cocina Houston will mark 24 locations, and comes 32 years after the brand was founded with a single Dallas restaurant.

Mi Cocina Houston will be open seven days a week for lunch and dinner.

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About Mi Cocina

Dallas-based Mi Cocina has served authentic Tex-Mex cuisine, memorable experiences, and the award-winning signature Mambo Taxi margaritas for thirty years. Owned and operated by M Crowd Restaurant Group, Mi Cocina proudly boasts 22 locations across Texas and Oklahoma, plus food trucks catering to the Dallas-Fort Worth area. For more information, go to micocina.com or connect on Facebook and Instagram @MiCocina.

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