

M CROWD RESTAURANT GROUP

## PRESS RELEASE



### Mi Cocina Houston to Officially Open November 29th

*The North Texas staple brings signature  
Tex-Mex offerings and bar favorites to River Oaks District*



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**HOUSTON (November 27, 2023)** – Mi Cocina will open its newest location in the River Oaks District on Wednesday, November 29th, marking its highly-anticipated expansion into Houston. Mi Cocina’s largest restaurant to date, the space is set to operate seven days a week, boasting a premium upscale bar, and of course serving the legendary Mambo Taxi. This opening marks the restaurant group’s 24th location across Texas and Oklahoma, evidence of an insatiable appetite for Mi Cocina’s iconic Tex-Mex menu.

The M Crowd Restaurant Group’s latest installment will begin serving its signature brisket tacos and famous margaritas in a new space boasting an authentic, custom-made design.

“We are thrilled to soon open our doors here in Houston,” said M Crowd Restaurant Group President & CEO Edgar Guevara. “Mi Cocina is, above all, a family-oriented establishment. This new location will provide us with another fantastic opportunity to cater to a beloved neighborhood, while extending our commitment to a fresh set of employees.”

Set to employ more than 100 people, the 4410 Westheimer Rd. location will reflect essential elements that have contributed to the brand’s three decades of success. Showcasing a diverse range of modern Mexican designs, inspired by the craftsmanship of Mexican artisans, the space will feature artwork by Luis Sotil and select furniture pieces

created by Peter Glassford thoughtfully integrated throughout its expansive, 10,000 square-foot space and a private dining room. Each section of the restaurant will be curated to evoke distinct moods and ambiance.

“We strive to treat every Mi Cocina location with a unique touch while maintaining consistency in the brand’s identity across spaces,” said Droese Raney VP of Interior Design Christine Howitt. “Every facet of the restaurant, from the parota wood tables sourced from Guadalajara to the incorporation of steel edge band wrappings, draws inspiration from modern Mexican design, encapsulating the essence of Mi Cocina’s culture.”

M Crowd Restaurant Group currently owns and operates 23 locations across Dallas-Fort Worth and Oklahoma. The launch of Mi Cocina Houston marks the 24th location and comes 32 years after the brand’s inception in a modest 12-table space in Dallas.

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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 24 locations across Texas and Oklahoma, plus food trucks catering to the Dallas-Fort Worth area. For more information, go to [micocina.com](http://micocina.com) or connect on Facebook and Instagram @MiCocina.

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