

M CROWD RESTAURANT GROUP

PRESS RELEASE



M Crowd Restaurant Group Adds Authentic Texas Bar-B-Q with Mexican Influence to Growing Portfolio

Mi Cocina Partners with Vaqueros Texas Bar-B-Q to Open New Concept



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DALLAS (November 6, 2023) – M Crowd Restaurant Group today announced a new partnership with Arnulfo “Trey” Sanchez and his critically-acclaimed Vaqueros Texas Bar-B-Q. Known for its collection of neighborhood restaurants, most notably Mi Cocina, M Crowd Restaurant Group will soon support Sanchez to expand his Grapevine-based food truck into a stand-alone restaurant in Allen, Texas.

“Trey’s take on Texas barbeque is unique, one-of-a-kind, and, above all, authentic,” said M Crowd Restaurant Group President and CEO Edgar Guevara. “I am excited to partner with Trey to allow his creations to soon land on even more plates across North Texas.”

Translated as “cowboys,” “Vaqueros” will officially open in the Spring of 2024 in Watters Creek Village. The menu will showcase Sanchez’s diverse culinary mastery and incorporate frozen paloma, margaritas, and beer.

“I have had a hand in sharing my family’s Texas style and classic barbeque with the people of Dallas-Fort Worth since 1987,” said Vaqueros Texas Bar-B-Q founder and pitmaster Arnulfo “Trey” Sanchez. “I am thrilled to join forces with Edgar and believe that this partnership will allow me to take my establishment to the next level and focus on the part of the business that I love most.”

From Vaqueros’ highly popular BBQ birria, to its always-savory brisket, Sanchez’s full menu of classically prepared, traditionally finished smoked meats will be on display seven

days a week for the first time. As with all other M Crowd projects, the design of the space will be tailored to fit the Allen neighborhood.

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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 23 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.

About Vaqueros Texas Bar-B-Q

Launched in August of 2018 by Arnulfo “Trey” Sanchez, Vaqueros Texas Bar-B-Q is currently serving Thursday – Sunday in Grapevine, TX at Hop & Sting Brewing Co. Sanchez has over 36 years of barbeque experience, and his work has been featured in *The New York Times*, Taste of Texas, The Cooking Channel’s Man Fire Food, and Man’s Greatest Food. For more information, go to vaqueroستexasbarbq.com or connect on Facebook and Instagram @VaquerosTXBBQ.

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