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FOR IMMEDIATE RELEASE

## **Uncle Julio's Celebrates Hispanic Heritage Month**

*Honoring the cultures and contributions of Hispanic and Latino Americans by sharing the perspectives of Hispanic team members, recipes, music, art and more*

DALLAS/FORT WORTH, Texas (Sept. 21, 2021) – Hispanic Heritage Month, celebrated across the country from September 15 through October 15, is a wonderful time to honor the many contributions of thousands of Hispanic Americans who give life to Uncle Julio's restaurants every day. This month, Uncle Julio's highlights the Latino, Hispanic and Latinx communities by sharing perspectives of Hispanic team members, hyper-regional recipes and other elements of the culture that is an important part of one of America's favorite dining destinations.

"Food brings us together," explained Ron Vasquez, vice president of culinary for Uncle Julio's, of the unique center of the Hispanic culture. "From childhood to now, when I go to see my family, the first thing I get asked when I walk through the door is: what do you want to drink? What do you want to eat?" For more than 25 years, Vasquez has been a vital part of the Uncle Julio's family and, as the restaurant brand's long-time culinary director, his exquisite taste and insistence on quality ensures guests are satisfied with every bite and every sip they take.

Vasquez joins several other Uncle Julio's employees who are featured in the brand's Hispanic Heritage Month celebration, which can be found online at [UncleJulios.com/Heritage](https://UncleJulios.com/Heritage).

Amanda Gonzalaz, director of new restaurant openings; Orio Lodol, senior general manager; Fernando Varela, senior general manager; Ana Garcia, payroll supervisor; and Marcos Avila, director of operations for sister brand Hacienda Colorado; all share their unique perspective on how the Hispanic culture has shaped the Uncle Julio's brand and their world.

Uncle Julio's also is giving guests a taste of the influence of Hispanic culture by showcasing elements of art, design and experience found at Uncle Julio's, including the custom mural created specifically for the restaurant by well-known Mexican artist Claudio Limon, Spanish Flamenco guitar music, art featuring celebrated Mexican matadors, the mysterious "Lady in Red," decorative items and elements imported from Mexico and even tools like the

Molcajete and the Tortilla Press, which are rooted in Hispanic culture and help to make the Uncle Julio's dining experience delicious.

"In Hispanic cultures, food is how you show your love. It's an act of service," Amanda Gonzelez explained. This love is shown through using fresh, ripe ingredients in dishes made by hand.

To create its signature food and beverages, in one year Uncle Julio's uses:

- 1.6 million fresh avocados for its made-to-order guacamole
- 3.2 million limes for its fresh-squeezed margaritas
- 3.5 million pounds of tomatoes (much of which goes into making the Uncle Julio's from-scratch salsa!)
- 1.4 million pounds of Mesquite wood to grill hand-cut meats
- 40 different varieties of high-quality tequilas

Through October 15, guests can join the celebration by logging on to [UncleJulios.com/Heritage](https://UncleJulios.com/Heritage) where they can learn about the people and passion behind the Uncle Julio's brand, by dining in an Uncle Julio's restaurant and noting many of the elements of Hispanic culture that make the restaurant, food and service so popular, or by placing to-go orders online at [UncleJulios.com](https://UncleJulios.com) and receiving Hispanic Heritage Month information in their orders.

**Uncle Julio's** serves made-from-scratch Mexican cuisine, using fresh ingredients and authentic recipes to create its signature taste in everything from mesquite-grilled meats to hand-crafted margaritas. Headquartered in the Dallas, Texas area, the first Uncle Julio's opened in 1986 and continues to expand to define the polished casual Mexican industry. To find a location near you or to peruse the mouth-watering menu, visit [UncleJulios.com](https://UncleJulios.com), or connect with Uncle Julio's on Facebook [@UncleJulios](https://www.facebook.com/UncleJulios) and Instagram [@UncleJuliosMexican](https://www.instagram.com/UncleJuliosMexican).

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