

# UNCLE JULIO'S

## MEXICAN

from Scratch

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FOR IMMEDIATE DEVOURING

## Chocolate Piñata: Smash Hit Makes Return to Uncle Julio's

*What's your smash style? Find out here, then crack open the fun.*

DALLAS, Texas (August 11, 2021) – Breaking news: Bursting back onto the menu in Dallas/Fort Worth, Chicago and Washington, D.C., area Uncle Julio's restaurants is a unique signature dessert experience that you need to take a crack at. Back by popular demand after being on pause during the pandemic, the Chocolate Piñata is making its smashing return, bringing its uniquely fun way to celebrate with family and friends.

The party starts as soon as you crack open the Chocolate Piñata, a made-from-scratch dessert found only at Uncle Julio's. Made by hand, a delicious chocolate globe is filled with homemade mini churros, fresh pineapple and strawberries. Guests can crack open the chocolate delicacy with a wooden mallet and dip the contents in Uncle Julio's house-made chocolate ganache and fresh whipped cream. The Chocolate Piñata serves 4-8 people.

"If the past year has taught us anything, it's to never take an opportunity to celebrate for granted," said Dan Wheeler, chief marketing officer of Uncle Julio's Restaurant Group. "The team at Uncle Julio's was anxiously awaiting the right time to bring this experience back for our guests, and that time is now. We can't wait to see the joy on our guests' faces when they crack open a Chocolate Piñata!"

The Chocolate Piñata is available now in Uncle Julio's restaurants in the Dallas/Fort Worth Metroplex, including Allen, Alliance, Arlington, Dallas, Fort Worth, Grapevine and North Dallas/Keller Springs. In the Chicago area, Uncle Julio's has locations in Chicago, Lombard, Naperville, Orland Park, Schaumburg, Skokie and Vernon Hills. In the D.C. metro area and beyond, Uncle Julio's has locations in Annapolis, Bethesda, Columbia and Gaithersburg, Maryland; and Arlington, Ashburn, Fairfax, Gainesville, Reston and Woodbridge, Virginia.

Guests can extend the fun by entering to win a free Chocolate Piñata. Simply post a photo or video of yourself smashing a Chocolate Piñata on Facebook or Instagram using #ujsmashstyle and mentioning your "smash style" for an opportunity to win. The sweepstakes runs through 5 p.m. CT on September 1. Full contest details are available [here](#).

What's a "smash style"? The team at Uncle Julio's, who have seen many a happy guest take a swing at a Chocolate Piñata, have identified four distinctive smash styles guests used when faced with this signature dessert. How would you break it? Here are a few signature styles:

- “The Lumberjack”: Not one to be shy with a mallet, the lumberjack brings pure brawn to the table, smashing even the mightiest Chocolate Piñata with a single swing. Characteristics:
  - First to reach for mallet
  - Two-handed technique
  - Complete smash in one swing
  - Smash often accompanied by primal grunts

Post-Smash: The Lumberjack will stake their claim, immediately reaching for the most attractive churros and chunks of fresh fruit. It’s also no surprise to see the Lumberjack claim a dipping sauce as their own.

- “The Ninja”: Cunning and quick, the ninja wastes no time smashing the Chocolate Piñata, often freeing the fresh fruit and churros before anyone realizes who has the mallet. Characteristics:
  - Lightning-fast swings
  - Acquires mallet through stealth
  - Downward chopping angle
  - Attacks Chocolate Piñata from all sides

Post-Smash: The ninja moves quickly, swiping their desired fresh fruit and churros with the grace and skill of a cat. Beware, sauces go from there to gone in seconds when a ninja is present.

- “The Relayer”: A total team player, the relayer is happy to play a small role in helping to smash the Chocolate Piñata, often taking a small swing before passing the mallet down the line. Characteristics:
  - Proud member of a group
  - Gentle swings so everyone gets a turn
  - Willing to share the spotlight
  - Loudly cheers tablemates on

Post-Smash: The relayer is happy to share the spoils with the entire team, and is often heard recommending different sauce and fruit combinations to their tablemates.

- “The Influencer”: Chasing likes and the perfect lighting, the influencer ensures there are multiple camera angles covered before they even grab their mallet: “If a smash isn’t seen on Instagram, did it even really happen?” Characteristics:
  - Waits for the perfect lighting.
  - Checks their look before each swing.
  - Considers asking for a second Piñata for a second take.

Post Smash: The influencer posts their smash video way before the last churro is dipped in sauce. The good news for everyone else at the table? They are too busy monitoring comments so you get all the best bites.

**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. Guests find memorable dining experiences through a welcoming atmosphere and interactive menu, looking into the open kitchen to see dishes being prepared, or cracking open a Chocolate Piñata. 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](http://UncleJulios.com), or connect with Uncle Julio’s on Facebook [@UncleJulios](https://www.facebook.com/UncleJulios) and Instagram [@UncleJuliosMexican](https://www.instagram.com/UncleJuliosMexican).