

News Release  
For Immediate Release

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## **At Last! Rio Reopens Completely Renovated Boulder Location**

New modern space, scratch-made menu offerings, hand-selected tequila list

Boulder, Colo. (March 28, 2019) — Colorado’s beloved [Rio Grande Mexican Restaurant](#) announces the reopening of its Boulder restaurant at 1101 Walnut Street in early April, after a complete renovation that took four months. During the process, the Rio served its Boulder guests from a temporary location at 1701 Pearl Street, which will close down at end of business March 31.

Boulder diners will see an entirely new look with upgraded furniture, new paint, carpet and flooring, as well as cozier seating and a “living wall,” giving the space a bright, fresh, and warm ambiance. The more inviting, inclusive bar is now in the center of the restaurant. Next to the bar, a new tequila wall features shelves upon shelves of hand-selected, premium tequilas. The new space also includes an open kitchen, giving patrons a peek at the artistry that goes into making the Rio’s fresh, from-scratch menu items.

“Today’s diners are looking for more of an experience, rather than just a plate of good food,” said Jason Barrett, CEO of the Rio Grande Mexican Restaurant. “We want guests to leave the new Rio feeling wowed by every small detail. Our food has always been made fresh from locally-sourced ingredients as often as possible, but now the dishes come with a modern twist, and our new tequila list was hand-selected by our certified tequila master. While everyone knows and loves the Rio for our classic margaritas, we’ve grown to become so much more than that, and this new space is the perfect representation of how we’ve evolved.”

Top-notch service is undoubtedly part of offering Rio guests a fantastic dining experience, and the Rio is leaving nothing to chance to ensure those guests receive individualized service. Both first-timer guests and longtime fans of the Rio may be surprised when staff drop by their table with menu samples, allowing them to share their feedback directly, and to get to know the Rio family personally.

Along with its new, more modern look, the Rio is dedicated to bringing fresh ingredients, interesting flavors and chef-inspired preparation to the menu, while staying true to those traditional dishes that made the Rio famous. Patrons can still get the classic margarita, slow-cooked black beans, flame-grilled fajitas, and handmade tortillas they’ve loved for decades, but now the Rio’s new approach to shareable options, including the upgraded taco selection with seasonal monthly specials and a la carte, mix-and-match ordering, brings a more interactive,

modern dining experience. Taco lovers can choose from beer-braised carnitas, tequila shrimp, or grilled steak just to name a few. The B.A.P (Big A\$\$ Plate) nachos, hand-crafted and individually loaded chips with black beans, jack cheese, pico de gallo, carnitas, Mexican-style crema, BBQ sauce, and escabeche are a great way to get the party started.

At the bar, patrons can now find a full menu of spirits, local craft beer and 11 fresh margarita varieties. Under the direction of the Rio's certified tequila master, craft tequila-based cocktails, such as the Rio's new Añejo Smash, offer another new twist on a classic drink style, while still paying homage to the Rio's history as one of the nation's largest tequila purveyors.

"From time to time, there comes an opportunity to participate in something really cool," said Pat McGaughran, founder and owner of the Rio Grande Mexican Restaurant. "As we eclipse 30 years on the vibrant Boulder restaurant-nightlife scene, we have used our imagination to evolve our space into today's offering of sanctuary from the troubles of the world."

For more information on the Rio's commitment to locally sourced, fresh ingredients and its deep Colorado history, please visit [www.riograndemexican.com](http://www.riograndemexican.com).

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### **About the Rio Grande Mexican Restaurant**

Legendary Margs. Tasty Mexican. Good people. After many life-changing adventures through Mexico, three guys from the Gulf Coast opened the doors of the Rio in 1986 with these founding principles in mind and at heart. From that moment, it's every single person who's stepped through those doors that's helped grow the tradition. It's in the air. On every plate of food. It builds with each conversation. What started over 30 years ago, are the times still craved today in all six of the Rio's Colorado locations (Fort Collins, Boulder, Denver, Greeley, Frisco, Park Meadows).

Rio Grande Mexican Restaurant offers happy hour Monday thru Friday from 3 p.m. to 6 p.m., late night happy hour per [location](#), lunch and dinner daily (times vary per [location](#)), and weekend brunch (excluding Frisco) on Saturday and Sunday from 11 a.m. to 4 p.m. Vegan-friendly and gluten-free options are also available at each location.

For more information, or to set up an interview with the owners, please contact Sarah Gore at ROOT Marketing & PR. 720.371.6971 or [sarah@rootmarketingpr.com](mailto:sarah@rootmarketingpr.com).

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