



Unprecedented Number of New Restaurants Planned

GRAND CENTRAL MARKET CONTINUES MONTHS OF MULTIPLE OPENINGS WITH INVENTIVE MEXICAN-STYLE CEVICHE EATERY FROM OWNER OF THE LEGENDARY LAS MORELIANAS

La Tostadería Features an Artful Blend of Classic Mexican Seafood Favorites and Bold, Original Recipes

LOS ANGELES (April 14, 2015)— As part of an ambitious schedule in which the iconic, award-winning Grand Central Market will continue its dramatic rejuvenation with more unveilings than even its wildly popular 2014 line-up, classic Mexican seafood will get an inventive, gourmet twist at La Tostadería, a ceviche-focused restaurant opening today.

La Tostadería is the second restaurant at Grand Central Market for Fernando Villagomez, owner of the landmark carnitas stand Las Morelianas, and the latest in a wave of new eateries that have transformed the historic food hall into one of the nation's hottest culinary destinations.

Villagomez and co-owner Gerardo Reynoso began collaborating on the idea for La Tostadería two years ago while Reynoso was working at La Marisquena, a popular seafood restaurant in León, Mexico. They embarked on a mission to bring the Mexican cevichería experience to Los Angeles with a menu featuring both traditional and original recipes. To helm the kitchen, Villagomez has tapped up-and-coming chef Sandra Felix, whose deeply rooted passion and knowledge of Mexican cuisine alongside her expansive culinary experience is the perfect fit to propel La Tostadería forward.

La Tostadería will offer a wide array of Mexican seafood dishes, including soups, cocktails, tacos and their speciality—tostadas, a Mexican fried tortilla topped with a variety of marinated fish and shellfish. Signature menu items range from *aguachile*, a classic Mexican dish made of spicy citric shrimp, cucumber, red onion and cilantro, to an “Octopus Pop,” an octopus arm garnished with pickled onions and served with specialty dipping sauces.

“La Tostadería will bring a concentration of many different regional seafood styles—Guanajuato, Sinaloa, Jalisco, Veracruz—with a touch of international influences and an artful presentation,” said Villagomez.

“When people think about Los Angeles, they immediately think about all of the cultures. I want the menu to reflect all of the diversity of Los Angeles that I love. Also, the menu will be influenced by what's in season,” added Felix

Felix trained at Le Cordon Bleu in Pasadena and San Francisco, where she spent two years as a prep cook for Chef Mark Peel, owner of Grand Central Market's Bombo. Inspired to apply her training abroad, Felix embarked on a three-year stint to entrench herself in Thai, Indian and Mexican culture and cuisine. "I realized cooking was more than just technique," said Felix. "You have to know the background of the people, you have to know and understand why they are cooking what and where everything comes from." Upon returning to the US, Felix spent three years as the sous-chef at Blue Cow Kitchen & Bar. Felix jumped at the opportunity to work with her native Mexican cuisine and infuse traditional recipes with international influences.

Market visitors will be able to savor Felix's seafood creations at La Tostadería's 8-seat counter notable for its artisanal Mexican tiles and seating—all handmade in Jalisco.

"We are incredibly excited about this offering," said Adele Yellin, president of The Yellin Co, which owns Grand Central Market. "This will accelerate the Market's position as L.A.'s premier gathering place for food and culture. We're at the crossroads literally of a seminal moment in downtown L.A. as we continue something very special that began at our location in 1917. This is going to be our biggest year yet for additions to the Market."

In addition to La Tostadería, Grand Central Market recently welcomed Bombo by Chef Mark Peel and is preparing for a year of major new restaurant openings including Madcapra falafel shop and a fresh pasta bar by Chef Bruce Kalman. The ongoing revitalization of the iconic food arcade has garnered numerous media accolades including being named of the "Hot 10" restaurants nationwide by Bon Appetit magazine in September 2014.

Celebrating the cuisines and cultures of Los Angeles since 1917, the historic Grand Central Market food arcade (between Broadway and Hill Street at the base of Angels Flight) is an unparalleled eating and shopping experience showcasing the best local chefs, culinary purveyors and entrepreneurs. For more information visit www.grandcentralmarket.com and connect with us on Twitter @GrandCentralMkt or <https://www.facebook.com/GrandCentralMarket> .

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