HACIENDA
COLORADO
MEXICAN FOOD WITH ALTITUDE

MEDIA KIT
FACT SHEET

HACIENDA COLORADO – THE HOME OF MOUNTAIN MEX

It should be no surprise that a restaurant as unique as Hacienda Colorado has a style of cuisine unlike any other. In fact, we had to invent a new term for it — “Mountain Mex®.” We’ve taken traditional recipes and updated them with a distinct Rocky Mountain twist.

When you come to Hacienda Colorado, feel free to dress up or dress down. Make a quick lunch or a leisurely occasion out of it. In any case, you’ll enjoy our unique food and drink, including 40 tequilas, served with a friendly sophistication. Try a different one of our signature sauces every time you come in, or stick with your favorite. You can relax on the patio, take a table inside, or sit at the bar. Anywhere you choose, you’ll enjoy the full food and drink menus.

THE HISTORY OF MOUNTAIN MEX®

...we were hungry. Hungry for something beyond the Tex-Mex food that has spread out all over the country. Something closer to the original recipes of true Mexican food, but adapted to suit our particular Rocky Mountain tastes. The world’s first taste of Mountain Mex® was at Hacienda Colorado Southwest Plaza, located at Wadsworth and Belleview in Lakewood.

Our second location, Lone Tree, near I-25 and Lincoln Ave., debuted a more contemporary Mexican hacienda architecture. That same style continued in Hacienda Colorado Westminster, our third location near the Boulder Turnpike and 104th.

We opened our first location in the city of Denver just off Colorado Blvd and I-25. Our “Mexican Food with Altitude” is now physically located where it’s been all these years – in the heart of Denver.

Now we have traveled south to Colorado Springs to North Nevada Avenue & I-25 and built our fifth restaurant.

In the future, Hacienda Colorado will be bringing our Mountain Mex® taste to other locations in Colorado and around the country.
LOCATIONS

Denver
4100 E. Mexico Ave.
Denver, CO 80222
Near Colorado Blvd. and I-25
(303) 756-5700 Phone | (303) 300-4870 Fax

Lakewood
5056 S. Wadsworth Way
Lakewood, CO 80123
Wadsworth and Belleview
(303) 932-0272 Phone | (303) 932-7975 Fax

Lone Tree
10500 Bierstadt Way
Englewood, CO 80112
Just east of I-25, North of the
Lincoln Ave. exit 193
(303) 858-8588 Phone | (303) 858-0314 Fax

Westminster
10422 Town Center Dr.
Westminster, CO 80021
US-36 at 104th and Church Ranch Rd.
(303) 460-0111 Phone | (303) 460-0140 Fax

Colorado Springs
5246 N. Nevada Ave.
Colorado Springs, CO 80918
North Nevada and I-25 exit
(719) 418-7999 Phone | (719) 599-7301 Fax

HOURS OF OPERATION

Sunday-Thursday 11am-9:00pm; Friday & Saturday 11am-10pm
Summer: Sunday-Thursday 11am-9:30pm; Friday & Saturday 11am-10pm

SIGNATURE ENTRÉES

Applewood-Roasted Pork Carnitas Tacos
Applewood-Roasted Pork Carnitas Burrito
Hacienda Chipotle-Lime Chicken
Poblano de Pollo
Chipotle Baby Back Ribs

Camarones Baja
California Fish Tacos
Fish Tacos
Salmon del Mar
Shrimp Tacos

PRICES

Entrées range from $8.59 - $16.99.

CATERING

For parties of 10 to 1,000.

CONTACT

Gene Van Horne
3900 E. Mexico Ave.
Suite 820
Denver, CO 80210
303-399-3230 x19
gene@haciendacolorado.com
PHOTOGRAPHS
Menu
**APPETIZERS AND SOUPS**

<table>
<thead>
<tr>
<th>Appetizer</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mild or Spicy Queso</td>
<td>5.29</td>
<td>A mild blend of yellow queso melted with green chiles and tomatoes. Jalapeños and cilantro make it spicy.</td>
</tr>
<tr>
<td>Queso Blanco</td>
<td>5.29</td>
<td>A spicy white queso blend with roasted poblanos.</td>
</tr>
<tr>
<td>Queso Hacienda</td>
<td>8.99</td>
<td>Your choice of mild queso, spicy queso or queso blanco, and your choice of chorizo, shredded chicken or seasoned ground beef with refried beans, guacamole and pico de gallo. Served with fresh flour tortillas.</td>
</tr>
<tr>
<td>Hacienda Guacamole</td>
<td>8.99</td>
<td>Freshly crafted guacamole with chips.</td>
</tr>
<tr>
<td>Flautas de Chorizo</td>
<td>7.99</td>
<td>Our fresh, house-crafted chorizo and frijoles a la charra rolled in corn tortillas and served with Jalapeño sauce, queso blanco and guacamole.</td>
</tr>
<tr>
<td>Grilled Quesadilla</td>
<td>8.99</td>
<td>Choose from chicken or steak with poblano peppers. Served with guacamole, sour cream, pico de gallo and jalapeños.</td>
</tr>
<tr>
<td>Spinach and Mushroom Quesadilla</td>
<td>8.99</td>
<td>With red bell peppers, poblano chile, Cheddar and Monterey Jack. Served with guacamole, sour cream and jalapeños.</td>
</tr>
<tr>
<td>Camarones Baja</td>
<td>12.99</td>
<td>Four jumbo shrimp stuffed with Monterey Jack and jalapeño, wrapped in applewood-smoked bacon and grilled. Served with lemon garlic butter.</td>
</tr>
<tr>
<td>Pikes Peak Nachos</td>
<td>8.99</td>
<td>Corn tortilla chips piled high with ground beef, spicy queso blanco, pico de gallo, jalapeños, guacamole and sour cream.</td>
</tr>
<tr>
<td>Nachos de Fajita*</td>
<td>10.99</td>
<td>Individual nachos with chicken or steak, refried beans and cheese with pico de gallo, jalapeños and sour cream.</td>
</tr>
<tr>
<td>Nachos Deluxe</td>
<td>9.59</td>
<td>Individual nachos with seasoned ground beef, refried beans and cheese with pico de gallo, jalapeños and sour cream.</td>
</tr>
<tr>
<td>Hacienda Posole</td>
<td>4.99</td>
<td>A spicy stew with New Mexico chiles, hominy and tender pork. Served with fresh flour or corn tortillas.</td>
</tr>
<tr>
<td>New Mexico Hatch Green Chile</td>
<td>8.99</td>
<td>Our classic Green Chile served with fresh flour tortillas. Contains pork and rice.</td>
</tr>
<tr>
<td>Tortilla Soup</td>
<td>8.99</td>
<td>Contains rice.</td>
</tr>
</tbody>
</table>

**Dressing Choices** – Chipotle Barbecue Vinaigrette, Chipotle Lime Vinaigrette, Champagne Vinaigrette, Lime-Cilantro Jalapeño Vinaigrette, Traditional Ranch or Southwestern Ranch.

**SALADS**

<table>
<thead>
<tr>
<th>Salad</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mexican Chopped Salad</td>
<td>9.99</td>
<td>Grilled chicken breast, chopped greens, roasted pumpkin seeds, hominy, black beans, avocado, tomato, sweet corn and tortilla strips tossed with Lime-Cilantro Jalapeño Vinaigrette dressing.</td>
</tr>
<tr>
<td>Applewood-Roasted Carnitas and Spinach Salad</td>
<td>9.99</td>
<td>Pork carnitas, fresh spinach, grilled pineapple, cranberries, corn tortilla strips, jicama, bacon, carrots and red onion with Chipotle Lime Vinaigrette.</td>
</tr>
<tr>
<td>Hacienda Mountain Mex Salad</td>
<td>10.29</td>
<td>Your choice of taco meat, charbroiled chicken or carnitas. A mixture of seven lettuces with red onions, sweet corn, jicama, roasted pumpkin seeds, black beans, chopped tomatoes, Anaheim peppers, queso fresco, guacamole and three toasted flour tortilla chips. Substitue Sirloin Steak* or Fire-Grilled Garlic Shrimp 11.29</td>
</tr>
<tr>
<td>Barbecue Salmon Salad*</td>
<td>10.99</td>
<td>Norwegian salmon, mixed greens, Cheddar and Monterey Jack, avocado, pico de gallo, tossed with our Traditional Ranch dressing and topped with Chipotle Barbecue Vinaigrette and crema limón garnish.</td>
</tr>
</tbody>
</table>

**FRONT RANGE FAJITAS™**

<table>
<thead>
<tr>
<th>Fajita Option</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Natural Grilled Chicken or Chipotle-Lime Chicken</td>
<td>14.99</td>
<td>Your choice of fresh flour or fresh corn tortillas or lettuce cups.</td>
</tr>
<tr>
<td>Choice Sirloin Steak or Steak and Chicken Combo*</td>
<td>16.99</td>
<td>Served with rice, frijoles a la charra, red and green bell peppers, roasted onions, fresh jalapeños, sour cream, Cheddar and Monterey Jack, guacamole and pico de gallo.</td>
</tr>
<tr>
<td>Fire-Grilled Garlic Shrimp</td>
<td>16.99</td>
<td>Your choice of fresh flour or fresh corn tortillas or lettuce cups.</td>
</tr>
<tr>
<td>Portobello</td>
<td>14.99</td>
<td></td>
</tr>
</tbody>
</table>
HACIENDA SPECIALTIES  Served with rice and beans.

Poblano de Pollo  13.99
Fresh, hand-roasted poblano pepper stuffed with grilled chicken, cheese, chipotle aioli and tomato-sweet corn relish, served with a chile relleno.

Applewood Chicken-Stuffed Anaheim  13.99
Fresh roasted Anaheim pepper stuffed with a mix of smoked chicken, roasted poblano peppers, red bell peppers, onions, cheese medley, chipotle sauce and jalapeño sauce, then dusted in Panko crumbs and lightly fried.

Camarones Baja  18.99
Six jumbo shrimp stuffed with Monterey Jack and jalapeño, wrapped in applewood-smoked bacon and grilled. Served with lemon garlic butter.

Hacienda Chipotle-Lime Chicken  13.99
A lime-marinated chicken breast tops a stacked cheese enchilada on a bed of chipotle rice, black beans and Colorado sauce. Garnished with pico de gallo and crema limón.

Salmon del Mar*  17.99
Half-pound of Norwegian salmon grilled medium with sautéed peppers and onions with pineapple pico de gallo on the side.

Chipotle Baby Back Rib Combo  15.99
A half rack of our fall-off-the-bone chipotle BBQ ribs accompanied by your choice of a chile relleno or Hacienda-Style Cheese Enchilada.

Chipotle Baby Back Ribs  18.99
A full rack of slow-cooked, fall-off-the-bone ribs basted with chipotle barbecue sauce.
Substitute mixed grilled veggies or dinner salad, add .75.

BURRITOS

Mountain Mex Burrito Bowl  11.69
Rice, black beans, sauce and chipotle aioli topped with avocado, crema limón, shredded lettuce and your choice of:
- Chipotle-Lime Chicken with pico, avocado and cucumber-jicama slaw
- Fire-Grilled Garlic Shrimp with pineapple pico and cucumber-jicama slaw
- Sirloin Steak* with pico
- Portobello Mushrooms with pico

Wrapped in a fresh, handmade flour tortilla, topped with melted cheese and your choice of sauce. Served with rice, lettuce, tomato and sour cream.

Bean and Cheese Burrito  9.99
Refried beans and cheese. Recommended Sauce: New Mexico Hatch Green Chile

Applewood-Roasted Carnitas Burrito  11.79
Smoked pork carnitas and black beans. Recommended Sauce: Roasted Jalapeño

Applewood-Smoked Chicken Burrito  11.79
Chicken with black beans. Recommended Sauce: Roasted Jalapeño

Slow-Roasted Barbacoa Burrito  11.79
Barbacoa with frijoles a la charra. Recommended Sauce: Colorado

Deluxe Burrito*  11.99
Grilled chicken or steak, frijoles a la charra. Recommended Sauce: Colorado

Beef and Bean Burrito  10.59
Seasoned ground beef and refried beans. Recommended Sauce: Carne

Paige Elway’s All-Beef Burrito  11.79
No beans, just more seasoned ground beef. Recommended Sauce: New Mexico Hatch Green Chile

Portobello Burrito  11.59
Portobello mushrooms, red and green bell peppers, onions, chipotle aioli, black beans and rice on the inside, topped with Colorado sauce, crema limón and cilantro, with guacamole on the side.

HANDCRAFTED HACIENDA TAMALES  Served with rice and black beans.

Green Chile-Chicken Tamales  12.50
Two handcrafted tamales made with diced all natural chicken breast, Anaheim and poblano peppers, green chile, Monterey Jack and spicy queso blanco wrapped in handmade masa. Recommended Sauce: New Mexico Hatch Green Chile

Carnitas Tamales  12.50
Two homemade tamales stuffed with house-smoked carnitas, red mole, poblano peppers and queso quesadilla cheese wrapped in handmade masa. Recommended Sauce: Roasted Jalapeño

Tamale Combo  12.50
Choose a Carnitas Tamale or a Green Chile-Chicken Tamale and pair it with one of the following and your choice of our Famous Sauces.
- Chile Relleno
- Seasoned Ground Beef Enchilada
- Chicken Enchilada
- Cheese Enchilada

FAMOUS SAUCES
Smother your entrée with any of our famous sauces.

- 8-Chile Caliente
  A blend of 8 peppers.
- Spicy New Mexico Hatch Green Chile
  Great with all dishes. Contains pork.
- Roasted Jalapeño
  Great with all dishes.
- Spicy Queso Blanco
  Great with beef or cheese dishes.
- Spicy Queso
  Great with beef or cheese dishes.
- New Mexico Hatch Green Chile
  Great with all dishes. Contains pork.
- Colorado
  Great with all dishes.
- Red Chile
  Great with all dishes.
- Tomatillo
  Great with chicken dishes.
- Tex-Mex Chile Con Carne
  Great with beef or cheese dishes.
- Mild Queso
  Great with beef or cheese dishes.
- Ranchero
  Great with chicken dishes.

Add a Chile Relleno 2.99
Add Sliced Avocados, Guacamole or Sour Cream 1.29, or any two items 1.99
Choose any 3 Tacos
Choose a combination of any three Hacienda-Style tacos.

Chipotle-Lime Chicken Tacos
Homemade flour tortillas topped with grilled chipotle-lime marinated chicken, chipotle aioli, crema limón, pico de gallo, avocado and cucumber-jicama slaw.

California Fish Tacos (Contains sesame seeds)
Cool, crisp baby iceberg lettuce cups filled with crunchy, breaded white fish, avocado, grilled pineapple, roasted poblano chiles, pico de gallo and crema limón.

#7 Steak Tacos*
#7’s favorite! Steak, mild queso, poblano peppers, pico de gallo and avocado.

Fire-Grilled Garlic Shrimp Tacos
Grilled shrimp, chipotle aioli, crema limón, pico de gallo and cool lime-marinated cabbage.

Applewood-Roasted Carnitas Tacos
Smoked pork carnitas, chipotle aioli, crema limón, pico de gallo and shredded lettuce.

Slow-Roasted Barbacoa Tacos
Beef barbacoa, pico de gallo, cilantro and avocado drizzled with Sriracha Hot Chili Sauce.

Choose any 2 CHIMICHANGAS
Choose two handmade flour tortillas, soft corn tortillas or lettuce cups. All Hacienda-Style tacos are served with black beans and your choice of taco sauce.

Choose any 2 ENCHILADAS
Choose a combination of any 2 Hacienda-Style enchiladas. All Hacienda-Style enchiladas are served with rice and frijoles a la charra.

Choose any 2 COMBINATION PLATES
Choose a combination of any two Hacienda-Style plates.

Habanero
With roasted pineapple.

Victor’s
With jalapeño.

Coronado
With roasted tomatoes.

Tomatillo Fresca

CHIMICHANGAS
Served with your choice of sauce, rice, frijoles a la charra and sour cream.

Seasoned Ground Beef Changa 11.59
Applewood-Smoked Chicken Changa 11.79
Applewood-Roasted Carnitas Changa 11.79
Slow-Roasted Barbacoa Changa 11.79
Steak Changa* 12.49
Grilled Chicken Queso Changa 11.99

Add a Chile Relleno 2.99
Add Sliced Avocados, Guacamole or Sour Cream 1.29, or any two items 1.99

ENCHILADAS
Two enchiladas served with rice, refried beans and your choice of sauce.

Carnitas Enchiladas 11.49
Hacienda-smoked carnitas, Cheddar and Monterey Jack, onions and cilantro topped with Jalapeño sauce.

Hacienda-Style Cheese Enchiladas 10.79
Cheddar and Monterey Jack, onions and cilantro. Topped with Carne sauce.

Seasoned Ground Beef, Chicken or Cheese Enchiladas 10.79
Choose any two.

Admiral Guzman’s Shrimp Enchiladas 13.99
Cheese enchiladas topped with sautéed shrimp in our white wine shrimp cream sauce with pico de gallo and avocado. Served with black beans.

Add a Chile Relleno 2.99
Add Sliced Avocados, Guacamole or Sour Cream 1.29, or any two items 1.99

COMBINATION PLATES
Served with rice and frijoles a la charra.

Chile Rellenos 11.99
Three crispy rellenos filled with a cheese medley.

Jaime’s Platter 13.79
Two beef enchiladas and two chile rellenos.

Comida Deluxe 13.99
Two beef enchiladas and a bean and beef burrito.

Roberto’s Platter 12.79
Two chicken enchiladas and a crispy chicken taco.

Patron’s Platter 12.79
Two cheese enchiladas, crispy beef taco and mild queso.

Traditional Tacos 10.79
Three crispy or soft flour tortillas filled with your choice of shredded chicken or seasoned ground beef.

Substitute Sirloin Steak,* Charbroiled Chicken or Fire-Grilled Garlic Shrimp. 12.99

Add a Chile Relleno 2.99
Add Sliced Avocados, Guacamole or Sour Cream 1.29, or any two items 1.99

Sauces served cold.

Habanero
With roasted pineapple.

Victor’s
With jalapeño.

Coronado
With roasted tomatoes.

Tomatillo Fresca

*Substitute Sirloin Steak, Charbroiled Chicken or Fire-Grilled Garlic Shrimp.

**Please note that some dishes may contain nuts or other allergens.
**LUNCH**

Served Monday – Saturday, 11 a.m. – 3 p.m.

<table>
<thead>
<tr>
<th>Executive Lunch Margarita</th>
<th>Rocks 2.25</th>
<th>Frozen 3.25</th>
</tr>
</thead>
<tbody>
<tr>
<td>A lunch-sized pour of our Hacienda Gold Margarita.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hacienda Combination Platter</th>
<th>9.99</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select any two of the following: chicken or beef crispy taco; chicken, beef or cheese enchilada; or chile relleno. Served with rice and refried beans.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hacienda-Style Cheese Enchiladas</th>
<th>9.99</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two enchiladas filled with Cheddar and Monterey Jack, onions and cilantro. Topped with Carne sauce. Served with rice and refried beans.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Soup and Salad</th>
<th>6.49</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bowl of Tortilla, Posole or Green Chile Soup. Served with a mixed green salad.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Beef and Bean Burrito</th>
<th>9.49</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seasoned ground beef, refried beans. Served with rice, lettuce, tomato and sour cream. Recommended Sauce: Carne</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bean and Cheese Burrito</th>
<th>8.99</th>
</tr>
</thead>
<tbody>
<tr>
<td>Refried beans and cheese. Served with rice, lettuce, tomato and sour cream. Recommended Sauce: New Mexico Hatch Green Chile</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mexican Chopped Salad</th>
<th>8.99</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grilled chicken breast, chopped greens, roasted pumpkin seeds, hominy, black beans, avocado, tomato, sweet corn and tortilla strips tossed with Lime-Cilantro Jalapeño Vinaigrette dressing.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lunch Chicken Fajitas</th>
<th>10.99</th>
</tr>
</thead>
<tbody>
<tr>
<td>Served with rice, frijoles a la charra, fresh flour tortillas, sour cream, Cheddar and Monterey Jack, guacamole and pico de gallo.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lunch Choice Sirloin Steak or Steak and Chicken Combo Fajitas*</th>
<th>11.99</th>
</tr>
</thead>
<tbody>
<tr>
<td>Served with rice, frijoles a la charra, fresh flour tortillas, sour cream, Cheddar and Monterey Jack, guacamole and pico de gallo. Add a Chile Relleno 2.99 Add Sliced Avocados, Guacamole or Sour Cream 1.29, or any two items 1.99</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tamale</th>
<th>4.99</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rice and Beans</td>
<td>1.99</td>
</tr>
<tr>
<td>Rice or Beans</td>
<td>1.29</td>
</tr>
<tr>
<td>Fresh Flour Tortilla</td>
<td>.25</td>
</tr>
<tr>
<td>Cheese, Pico de Gallo or Tomatoes</td>
<td>.99</td>
</tr>
<tr>
<td>Guacamole and Sour Cream</td>
<td>1.99</td>
</tr>
<tr>
<td>Guacamole or Sour Cream</td>
<td>1.29</td>
</tr>
</tbody>
</table>

**A LA CARTE**

**BEVERAGES**

Teakoe 100% Organic Brewed Regular Iced Tea

Trescerro Organic 100% Arabica French Roast Coffee, Hot Tea, San Pellegrino bottled water and these Coca-Cola products:

We also offer a gluten-sensitive menu. Our refried beans and frijoles a la charra contain bacon. All fried items are trans-fat free using soy/canola blend cooking oil.

*Regarding safety, written information available upon request. Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase the risk of foodborne illness, especially if you have certain medical conditions.*
PRINT MEDIA
With a roof top patio and a clear view of the whole mountain range, Hacienda Colorado will bring a little bit of Mexico to your day, and has a unique menu like no other. From fish tacos to handcrafted tamales, they have taken traditional recipes and given them a Rocky Mountain twist called “Mountain Mex®”. Our official taste-testers call it “seriously amazing, upscale and gave it an A++!”

It’s always 5 o’clock at the Hacienda and you won’t want to miss the frozen margaritas, whole menu of tequilas, and a happy hour that beats all others. (Monday – Friday 3:00 p.m. – 6:00 p.m. Saturday & Sunday 11:00 a.m. – 4:30 p.m.) So come casual, or dress up if you wish, but just don’t miss out on one of the best kept secrets that mix fun with sophistication.

Written by Krystal Bou-dreaux, Event Director for the life in Broadmoor Bluffs

What does a half ton shiny truck and chorizo flautas have in common? Nothing…. except that everyone loves both! When the rain cleared out on July 15, guests were given a special test driving opportunity before dinner, thanks to David Perkins and Perkins Motors. Two shiny vehicles were a highlight of the night; but a close second to the hand-crafted Chorizo Flautas with jalapeno sauce, queso blanco, and guacamole that were voted the all-around favorite appetizer of the evening. Handcrafted Guacamole and the Nachos Deluxe, which were the size of a mountain, were also yummy appetizers that were passed around. And if you have food allergies or restrictions, Hacienda will cater to you. Many guests rated their experience as one of the best in town for vegetarians, or food allergy substitutions. All menu items were rated on a scale from 1-5, with 5 being excellent!

Guests felt like celebrities as they were welcomed by Frank, the General Manager, at the table, which was just one more example of how customer service is a top priority at Hacienda Colorado. The service was not only top notch at the bar, but followed through to our table. Our hungry crowd chose, individually, the most appealing main menu item; and it wasn’t an easy choice, since the more you read the menu, the more you wanted. The entrees that stood out most were the California Fish Tacos and Chili Rellenos. If you think you have had the best fish tacos, then these will put yours to the test. Crispy lettuce cups filled with a breaded white fish, avocado, grilled pineapple, roasted poblano chiles, and pico will tantalize your taste buds; and you can guarantee
What’s Fried Ice Cream you say? Only the best thing ever! Crispy cornflakes and coconut encase vanilla ice cream served in a cinnamon-sugar tortilla bowl. Rated the best score of a 5 from everyone who favored it, you may need to stop in to enjoy this delight just by itself, but bring a friend since the portion is big! So, when you are feeling like a little spice and a little sweet, invite a few friends and drop into Hacienda Colorado for a Mountain Mex® treat!

“The food was great but the attentiveness and service were the big highlight of the evening. We had a vegetarian and two people with allergies; they were very attentive to those issues even bringing out a special dish for the vegetarian. Quite a surprise!” Kate Snatchko, Balmoral Way.

“The presentation of the Salmon Salad was unlike others I’d seen. It came in a short canister form with the salmon on top. I have some food limitations and my wait staff kindly helped me and changed the ingredients in a snap. This, of course, implies that everything is made upon order. The salmon is Norwegian and as I am watching where my salmon comes from, I was comfortable with this. It was tender and tasty! The chef went out of his way to meet the request of a vegetarian in our group and the lighting was good. The place was full on a Tuesday night. It’s become the place to go. I am ready to quit my day job and become a restaurant connoisseur full time. “ Chelley Garder-Smith, Thames

“Hacienda Colorado is a very nice, low-mid priced dining experience. The bar and wait staff are very courteous and accommodating. The food presents well and tastes good. I recommend it for a nice dining outing.” Randy Dyess, Mallory Road.

“I had such a nice time. I have a food allergy that makes dining challenging and the Hacienda Colorado staff was so helpful. I thoroughly enjoyed my dinner! Thank you!” Deborah Lowery, Southern Cross Drive.

“Food was very good and service was excellent – so attentive!” Joelle DeMeter, Buttermere Drive.

“Great flavors and sauces. Green Chile was good with a good flavor profile. Service was very good and we will recommend Hacienda to several friends.” Birdie Lowery, Southern Cross Drive.
“Great time – the Camarones Baja had a large bed of rice, rich butter dipping sauce and bacon wrapped with made my mouth water.” Mark Potter, Cardiff Circle.

“Chile Relleno was very good. Gave the key lime bar dessert a 5.” Willis, Thames Drive.

“Hacienda Colorado is a truly awesome dining experience. The food is great, the service is spot-on, and together creates the right combination for a perfect time out. I will definitely be back again!” Aaron Wood, Rugely Court.

“Food was seriously amazing. Staff is nice and not annoying. The atmosphere is clean, modern, relaxing and very enjoyable. I’m coming here again!” Rachelle Wood, Rugely Court.

“Hacienda Colorado has a great atmosphere and friendly, quality staff. We enjoyed our time and the food was great!” Andrea Perkins, Venus Drive.
Black-eyed Pea operators sell chain to focus on Mexican concept's growth

By Dina Berta

DENVER — After selling 15 Black-eyed Pea restaurants in Colorado for $30 million, two partners will use the proceeds to expand an upscale Mexican-style restaurant concept they have been nursing for the past six years.

Jim Hayes, president of Southwest Restaurant Management Inc., which operates the two-unit Hacienda Colorado chain here, and partner Tim Schmidt have spent the past few years developing a management team, systems and training programs for the concept, and they now plan to step up construction of new stores. Growth will be funded in part by the sale of the Black-eyed Pea restaurants, which they had operated under the name Colorado Restaurant Management Inc.

“We’ve always been cautious and careful,” Hayes said. “Growth is great. Growth is fun. But let’s be strategic about it. Let’s build the foundation first, and management is the key to the foundation of our restaurants.”

Construction on a third Hacienda Colorado is scheduled to begin in October. In time, the partners would like to open two new stores per year, Hayes said.

Hayes described Hacienda Colorado as an upscale but casual Mexican restaurant with an American flavor. The prototype store in unincorporated Douglas County, south of Denver, has an adobe-looking exterior, a bell tower, a large bar and lounge, and a window through which customers can watch employees making tortillas. Almost everything on the menu is made from scratch. Average sales per unit are about $4.3 million.

The Hacienda Colorado restaurants were a deviation from the Black-eyed Pea operation, which has more of a family-dining atmosphere. Over the past few years, however, Hayes and Schmidt had remodeled the Black-eyed Pea stores, revamped the menu and marketed wine and other alcoholic beverages to position the restaurants as casual-dining units.

The partners had been Black-eyed Pea franchisees until the early 1990s when they bought the Colorado stores from the former parent company, Phoenix Restaurant Group, which later filed for Chapter 11 bankruptcy protection. The deal limited them to owning and operating the restaurants within the state’s borders. Dynamic Restaurant Management in Madison, Tenn., operates the approximately 40 Black-eyed Pea restaurants in Tennessee and Texas.

Schmidt also is a partner with former Denver Broncos quarterback John Elway in a steakhouse restaurant scheduled to open later this year in Denver.

Last month a group of investors out of Florida received $15 million in financing from American Commercial Capital, a financial-services company, to help purchase the Colorado stores. CNI Capital Management is an equity sponsor in the buyout.

The Black-eyed Peas were sold for about $20 million, said Gene Van Horne, president of the newly formed BEP Colorado Restaurants Van Horne previously was vice president of corporate planning for Colorado Restaurant Management.

Van Horne will keep BEP’s headquarters in Denver, operating out of the same offices as Hayes and Schmidt. He plans to continue to open Black-eyed Pea restaurants in Colorado and to pursue a more updated, casual look and feel for the eateries, he said.

(See BLACK-EYED, page 49)

Black-eyed Pea operators turn focus to Mexican concept

(Continued from page 8) The stores average about $2 million in annual sales per store.

“The Black-eyed Pea is still a great opportunity,” Van Horne said.

The sale also should lead to a growth opportunity for Hacienda Colorado, Hayes said.

Hayes and Schmidt have worked together in foodservice since they were college roommates at the University of Texas in Austin, working in the dining hall of a women’s dormitory. They converted a former On the Border restaurant in Lakewood, Colo., into the first Hacienda Colorado, which opened in 1998.

The menu has been a work in progress. They brought in Ed Janes, a master chef in Denver, to develop most of the recipes, Hayes said. Now they expect to hire a corporate chef to oversee the expansion.

“We wanted to break the mold of the typical cantina-style Mexican restaurants,” he said. “Our plan was and is still to serve outstanding, flavorful and craveable Mexican food, with a dash of American flavor.”

The second, much larger store opened in 2002 in Douglas County. At 12,800 square feet, it has a large kitchen and a banquet room. Newer stores will be smaller, closer to 7,500 square feet, and will not have a banquet room, Hayes said.

While Hayes and Schmidt were limited to Colorado with the Black-eyed Pea, they are free from any such restrictions with Hacienda Colorado. Hayes has been traveling the country, looking for sites.

“I think we can go anywhere with Hacienda Colorado,” he said. “I’m excited about the opportunity we’re going to have.”
Inside Out
Hacienda Colorado builds its infrastructure as it prepares for regional growth.

By Maya Norris

One can do a lot with $20 million. Jim Hayes and Tim Schmidt plan to use theirs to finance the expansion of their upscale Mexican concept, Hacienda Colorado.

The partners received the cash in September when they sold their 15 franchised Black-eyed Pea units in Denver to B.E.P. Colorado Restaurants LLC. Free from the franchising agreement that restricted them to the Colorado market, Hayes and Schmidt are developing Hacienda Colorado's infrastructure and preparing it to grow beyond its two Denver locations.

Paving the Way
Under their newly formed company, Southwest Restaurant Management Inc., the pair is building the chain's foundation. Director of Training Dana Brooks has created a 17-week training program and a four-month kitchen-training program for managers. The company has implemented an incentive program in which managers receive a monthly bonus and regional managers receive a percentage of the profits tied to their restaurants' performance.

“Our goal is to instill in our management team an entrepreneurial spirit,” says Hayes, president of Southwest Restaurant Management.

The company has hired Regional Manager Whit Goyot to develop sites in Colorado and plans to hire another to develop Arizona. Corporate Chef Paul Schutt, formerly executive chef of Capital Grille in Denver, joined Hacienda Colorado in November to develop the menu as the chain expands.

Mountain Mex
Hayes and Schmidt opened the first Hacienda Colorado in 1998 and another in 2002 to provide a more upscale, casual-dining alternative to the cantina-style Mexican restaurants in the area. The concept’s “Mountain Mex” cuisine fuses the regional flavors of New Mexico, Arizona, Texas and Colorado with traditional Mexican fare.

In addition to burritos, tacos and enchiladas, Hacienda Colorado’s house-made dishes include Camarones Baja, $14.99, jumbo shrimp stuffed with cheese and jalapeño, wrapped in bacon and grilled; and Pollo de Pollo, $10.59, a poblano pepper flame-roasted and stuffed with grilled chicken breast, roasted-tomatillo relish and Monterey Jack cheese.

With an average check of $14.50, average unit volume tracks at $43,300. The company expects to post $8.5 million in sales in 2004.

The contemporary, sleek decor features high ceilings and archways, recessed lighting, dark wood chairs and tables, and stucco walls juxtaposed against more rustic elements such as the 16-foot stone-wall exterior and a fire pit.

Targeting suburban sites that have 90,000 people in a 3-mile radius and a median household income of $60,000 or more, Southwest Restaurant Management plans to open at least one unit in 2005 and possibly another by year-end in Denver. Starting in 2006, the company expects to open three or four units a year in Arizona, Nevada, Texas and Colorado.
Career-changers manage to thrive at Hacienda Colorado

By Dina Beria

DOUGLAS COUNTY, COLO. — If the tech industry hadn’t gone bust after the high-flying 1990s, Tom English probably would have been a good customer for Hacienda Colorado, coming in often to entertain clients and dealing with bad cash on food and drink.

As it turned out, English ended up waiting tables instead of sitting at them, mirroring numerous other educated workers who are moving from economically distressed industries into the restaurant industry with long-term careers in mind. He joined the casual-dining restaurant, offering its fresh “mountain Mex” cuisine, when it opened in November 2002 just south of the Denver Tech Center, where English used to work as a sales manager for a high-tech company.

“I would have been sitting around drinking margaritas on a regular basis.” English said with a laugh. “I would have been a great customer.”

The 58-year-old has no regrets, however. Since joining Hacienda Colorado, English has advanced through the management-training program and has set his sights on becoming a general manager and running his own Hacienda Colorado as the Denver-area chain expands.

When Southwest Restaurant Management opened this second Hacienda Colorado in unincorporated Douglas County, the owners noticed a trend: they’d never seen before in the combined 30 years in the restaurant business. Several of the people applying for server jobs were making career changes from such fields as technology, accounting, engineering and microbiology.

“Typically, the people we hire are college students, housewives, single moms, people who don’t see this as a career, but a stepping-off place,” said Jim Hayes, president of Southwest. “I believe that’s changing now. We’re seeing people coming in who have experience in other industries but are aggressively moving into becoming trainers and managers.”

The economic downturn and downsizing in some industries that have yet to rebound are sending well-educated and experienced workers into the service industry, said Hayes, who along with partner Tim Schmidt founded Southwest, the Denver-based parent company of Colorado Restaurant Management Co. CRM owns 15 Black-eyed Pea restaurants in the state.

Hayes and Schmidt took over an old Os the Border restaurant in Lakewood, Colo., in the late 1990s. They tinkered with the Hacienda Colorado concept for a few years, developing the menu and design. The second store is the new prototype for future stores.

Inspired somewhat by P.F. Chang’s China Bistro, Hacienda Colorado offers Mexican fare with nearly all menu items made from scratch in an upscale but casual setting. They plan to open 15 more stores over the next five years.

The career-change phenomenon is most apparent at the new Hacienda Colorado, Hayes said. Having worked his way through college as a bartender, Joe Selander, 26, returned to restaurants after the accounting firm he worked for laid him off.

“I thought, what’s it going to be, do I want to go back to the office or what I was actually interested in?” Selander said. “I was brought up in a restaurant family. I kind of knew what I was getting into.”

Having his handyman wife, Selander was able to work as a sous chef in the kitchen.

“I was just looking at the job offers and the restaurant was one of them,” Selander said. “I thought, ‘what the hell, let me give it a shot.’”

The career changers are more common in the restaurant industry now than ever before, Hayes said.

(Continued on page 4)
Coloradans rolling dice on Mexican food chain

By Penny Parker  
Denver Post Business Writer

Two Colorado restaurant veterans who started the Black-Eyed Pea chain here 10 years ago, are rolling out a new concept that they aim to take beyond Colorado's borders.

Hacienda Colorado, the first of 10 restaurants the two hope to open along the Front Range, could translate to Hacienda Utah, Hacienda Arizona, Hacienda Kansas or other states — if the Colorado outlets are successful, Tim Schmidt said.

Mexican restaurant chains run by national operators have taken a rough ride in Colorado. On the Border Mexican Cafe, owned by Brinker International in Dallas, closed its outlet on 5056 S. Wadsworth Blvd. in Jefferson County near Southwest Plaza Mall two years ago. Hacienda Colorado took over that site.

Garcia’s Mexican Restaurant, another national chain, struggled in the Denver market and eventually closed some stores.

Coyzmel’s, another Brinker concept, has selected a couple of sites in the metro area, but backed away from plans to open here.

The difference between the national players and Schmidt and Jim Hayes may be the partners' experience running restaurants in the Denver market.

"Colorado is a great market for us," Schmidt said. "We're local entrepreneurs and we're here. If we hear about a problem, it's fixed as soon as we hear about it."

Schmidt opened his first Black-Eyed Pea in 1984 on Rampden Avenue across from the Kennedy golf course. In 15 years, the chain has grown to 15 restaurants stringing from Fort Collins to Pueblo.

The average annual sales per restaurant is $2 million, Schmidt says. That's a lot of chicken-fried steak, pot roast, mesquite and fresh vegetables.

The five investors in the new venture all backed the Black-Eyed Pea eateries, Schmidt said.

Please see HACIENDA on Page 8E

Colorado restaurant veterans Jim Hayes, left, and Tim Schmidt, display food at Hacienda Colorado, 5056 S. Wadsworth Blvd. in Jefferson County. The restaurant is a prototype for a chain of Mexican restaurants.

Coloradans roll dice on restaurant chain

HACIENDA from Page 1E

Start-up costs for Hacienda, he added, are about $1 million, which covers operations, marketing, graphic design, menu and recipe development and a core corporate staff, among other things.

The business plan calls for opening two more restaurants next year and live in 2000. After that, Schmidt said, they'll see where things stand.

The first of the Hacienda restaurants opened Nov. 19.

"Attracting employees was difficult at first," said Hayes.

That fits the context of Colorado's employment situation: Many industries, from service to technology, are struggling to find and retain workers.

But once a few workers were hired, Hayes said, word of mouth brought others to the restaurant, so the partners are not especially concerned that lack of staff could hold back their future plans.

For Hacienda Colorado, Schmidt and Hayes, who first met as junior high school students in Texas, wanted to put Mexican food on a menu that could be tinkered with to satisfy regional tastes.

The Hacienda's Colorado cuisine, for example, offers pork green chile and tomatillo sauces that might not appeal to palates in other parts of the country.

The chain's signature menu items will include fresh tortillas — Hayes brought in a tortilla maker from Austin to teach the Colorado crew — and more than 50 types of tequila.

The house margarita, a frozen concoction blended in a machine that produces drinks the consistency of a Sharpee, comes from a recipe from Maria Martinez, a Dallas restaurateur who invented the frozen margarita, according to The Dallas Morning News.

Hayes previously owned La Margarita, a Mexican restaurant in Austin. He said that business in 1991. For nearly a year before opening Hacienda Colorado, Schmidt and Hayes ate at Mexican restaurants all along the Front Range.

"We wanted to find out what people wanted here," Hayes said. "With our experience with fresh ingredients and made from scratch recipes, we think we can do a better job. We'll take the model from the Black-Eyed Pea and build this chain."

Schmidt and Hayes are shopping for sites in the north metro area and the Tech Center. Each restaurant costs $800,000 to $1.5 million to build — depending on if its new construction or a remodeled space. The next two Haciendas will be built from the ground up, Schmidt said.