

*****For Immediate Release*****

Longtime Local Food Industry Veteran Opens “Taco Stand by the Sea”

Taqueria del Mar’s Founder, Andrew Hoppen, built the entire restaurant with reclaimed wood and did it by hand. He even created one of a kind bar pendant lights using recycled Mexican Coca Cola bottles. The entire bar and every table were made using discarded pallets and reclaimed steel. Even the three featured chandeliers were designed and built by Hoppen using only reclaimed wood and fixtures. Over 90% of the kitchen equipment was repurposed. “With so many restaurant closings the last several years, the availability and costs of only slightly used equipment proved to be a big source of savings for my concept” Hoppen said recently.

This same attention to craft is evident in the fast casual menu featuring fresh, prepared to order, and local ingredients. While seafood is the focus here, there are beef, chicken, pork options available in tacos, enchiladas and more. “We use only the freshest and highest quality ingredients as the foundation of our menu” Hoppen continues, “When only using the best available, handling and preparation becomes minimal. This truly allows the quality and flavor of each product to be the focus not the preparation”.

“Atlanta does create challenges when it comes to procurement of any type of seafood” Hoppen continues. “My years of experience in the wholesale brokerage of fresh food, specifically fish and seafood allows me to source from the best fisherman and farms around the world giving Taqueria del Mar a significant advantage over other food service outlets.” Blue Fin Ahi Tuna from Costa Rica or gulf shrimp out of Texas, Hoppen goes to great lengths to source not only the best quality, but the most regional and sustainable options.

The saying goes, “Life is in the details” which could be the mission statement for Taqueria del Mar. The obvious commitment to detail shows in the interior décor and in the fresh and simple menu. The bar boasts local and regional influences. Freshly made margaritas, frozen too, are only \$4.50. Choose a top shelf margarita and watch as the bartender juices a lemon and lime, adding just a touch of pure organic agave, and shakes with your favorite tequila. An excellent selection of Spanish and South American wines combined with your favorite Mexican beers will make Taqueria del Mar the destination for all of your Cinco de Mayo plans!!

By bringing the focus on the food, Hoppen minimizes the infrastructure to keep prices very low considering the quality being served. “I purposely chose to eliminate a wait staff, and have all orders placed at the front counter. This creates a consistent flow of orders into the kitchen, allowing the chefs to prepare each order individually.”

The restaurant’s best kept secret? Hoppen says there are two. “As we are essentially a taco stand, we again chose not to serve other types of Southwestern foods.” He continues, “our enchilada’s are probably the one item I could not omit, and possibly my favorite on the menu, so I recommend the enchiladas with both the red and white sauces on the same plate.”

And the other secret? Hoppen admits that should you ever feel the need for a full service experience at Taqueria del Mar, “come sit at either the bar or high top community table and our capable and attentive bartenders will handle your every need and you can order anything off of the menu” Hoppen says. “If the line out the door causes you to rethink, or you just want first class service, walk around the line and have a seat at the bar or community table and experience some of the best service in Atlanta!”

Taqueria del Mar is open seven days a week for lunch and dinner. A southwestern themed brunch is served until 3pm on Saturdays and Sundays with gourmet coffee service and fresh squeezed juices. Come for the fresh seafood, try the enchiladas, and savor the best bacon in Atlanta. Dining at Taqueria del Mar will assure you that life outside of the “perimeter” can offer high quality food, fresh, fast and affordable!