

**FOR IMMEDIATE RELEASE**

**October 10, 2009**

Hecho En Dumbo  
354 Bowery  
New York, New York 10012  
[www.hechoendumbo.com](http://www.hechoendumbo.com)



**It is with heartfelt thanks and humble appreciation that Hecho En Dumbo bids its friends and neighbors a fond farewell; the restaurant will be shutting the doors of its DUMBO location effective November 1<sup>st</sup>, 2009. Hecho en Dumbo will be relocating to 354 Bowery in Noho and anticipates opening shortly after the New Year.**

Chef Danny Mena and partner Ethan Smith have mixed emotions about relocating Hecho En Dumbo from the cozy Brooklyn enclave the restaurant was named after to its new location at 354 Bowery, formerly the famed Marion's Continental. Bidding so many friends, neighbors, and regulars farewell is a sad affair, yet the pair is cheerfully optimistic about the new facility and locale which will enable them to expand on the restaurant's current offerings and better accommodate a growing clientele.

Sharing a space with a local café, the Dumbo General Store, was a wonderful way for Mena and Smith to platform their concept since its inception in March, 2007. But as the restaurant continued to gain momentum it became clear that the arrangement was not sustainable in the long run. After searching for a permanent home in the neighborhood for almost two years, they eventually began looking at opportunities elsewhere and made the difficult decision to move across the river.

The new space, designed by Architect Laura Gonzalez Fierro in concert with Architect of Record Ralph M. Beiran, AIA of Urban Design Office, will be built almost solely from non-virgin and repurposed materials and will treat patrons to a sparse, rustic ambience fusing aspects that are quintessentially "New York," such as exposed sun-baked brick, with architectural elements that showcase Mexico's long-standing tradition of repurposing materials - wood, metals, and concrete - and fashioning them into sophisticated furniture and fixtures.

Having garnered a reputation as one of New York City's premier destinations for authentic Mexican cuisine and libations, Hecho En Dumbo looks forward to expanding on the current evening menu, adding more elaborate and provocative dishes to the existing list of addictive tacos, sopes, and burritas served on house made tortillas. Additionally, the restaurant will feature a decadent brunch menu seven days a week which will be featuring classic Mexican breakfast and lunch staples.

Ultimately fans of the existing restaurant will be relieved to find the same laid-back Brooklyn ambience, the same delicious cuisine prepared with local, organic, and sustainable ingredients, and the same dedicated staff who share a passion for redefining New York's perception of Mexican cuisine, cocktails, and culture.