



Press Release, 27 August 2014

Super Loco, Mexican Street Food

Super Loco is a new 200-seat Mexican diner opened by the team that brought you Lucha Loco. Super Loco serves authentic Mexican food and drinks in a casual, fun and festive environment. Super Loco opened in mid-August 2014, and is located at The Quayside, 60 Robertson Quay.

Lucha Loco opened in Duxton Hill in September 2012. The venue opened to rave reviews and has been operating at a full house since its first day. The fantastic response to Lucha Loco and the continuous long waiting list inspired the owners to open a second sister outlet. "The response to Lucha Loco has been overwhelming. We wanted to open another venue in Singapore for some time and the Robertson Quay waterfront location was a perfect contrast to the leafy Duxton Hill venue", says Ajay Parag, Director and co-owner.

The Super Loco menu was created by Executive Chef Mario Malvaez who hails from Mexico City with additional input from celebrity chef Jason Jones, of Mamasita (Melbourne) fame. The menu is a combination of Lucha Loco's favorites and a number of new items that make up more than half of the menu. The Lucha Loco favorites available at Super Loco include the signature Elotes (Mexican street corn); Mango & Snapper Ceviche; Flautas de Pollo y Maiz (crispy blue corn tortillas rolled and stuffed with grilled chicken and mango); Taco de Pescado (fresh grilled snapper taco) and Costillas de Cerdo (chipotle honey-glazed pork ribs topped with pickled onions). Some of the popular new additions at Super Loco include:

- **Tostadas de Atun** – Fresh tuna tostadas with chili-mayo, mint and lime - **\$16**
- **Ceviche de Pulpo** – Octopus ceviche with smoked paprika and squid ink - **\$20**
- **Cocktail de Camarones** – Tiger prawn cocktail with home made catsup, cilantro and avocado - **\$20**
- **Ensalada de Nopales Tiernos** – Fresh cactus salad, broad beans, fennel and piquillo peppers - **\$16**
- **Taco de Cachete Res** – Braised beef cheek taco with caramelized onions, cherry tomatoes and chipotle salsa - **\$12**
- **Enchiladas con Pollo** – Corn tortilla stuffed with marinated chicken, green salsa pepita & paprika cream - **\$24**
- **Arrachera con Chile Ancho** – Grilled skirt steak rubbed with Ancho chili and served with a side of watercress - **\$32**
- **Super Churros** – Mexican churros dusted with cinnamon served with chocolate, orange and mezcal sauce - **\$12**



Super Loco will open for weekend brunch from October 2014. “The brunch menu at Super Loco will offer a range of Mexican breakfast and lunch specialties and will be an exciting change to the standard brunch offerings that you find in most cafes. The brunch items are dishes that are commonly found on the streets of Mexico City and are robust, hearty and packed with flavor”, says Chef Mario Malvaez. The brunch menu will include items such as: Huevos Rancheros, a Breakfast Steak Burrito and an assortment of Mexican street Tortas (Mexican sandwiches). The bar will also be serving up Bloody Maria’s and for non-alcoholic drinkers a selection of fresh fruit Agua Frescas.

An additional element introduced at Super Loco is a take-away counter that faces the Robertson Quay riverside walkway (starting January 2015). The take-away counter will serve late night tacos, Mexican beers and Mexican-inspired soft-serve ice cream for those who want to eat a late night snack either in the venue or to take-away. The highlight of the take-away counter will be the "Al Pastor" tacos. Commonly found on the streets of Mexico, Al Pastor is pork marinated in dried chilies, spices and pineapple and skewered on a spit grill where the meat is slow-cooked. The meat is sliced off the spit and served on corn tortillas with onion, cilantro, pineapple, lime and a spicy salsa. This is one glorious taco that is juicy, crisp, slightly charred with a deep chili flavor tempered by the sweet roasted pineapple.

The take away taco counter also features a small retail corner that will sell an array of quirky Mexican merchandise. You can expect to find men’s, ladies and children’s Lucha Libre wrestling masks, colored glassware imported from Mexico, Mexican books, Super Loco t-shirts, bandanas and other quirky Mexican items. “The retail items have been selected to add another dimension the venue and if you as passionate about Mexican culture as we are we encourage you to take home a souvenir”, says Christian Tan, who regularly dons a Lucha Libre masks when giving out Tequila shots to guests in the later hours of the night at Super Loco and Lucha Loco.

The bar features a stable of Lucha Loco’s most popular cocktails such as the Passionfruit Smashito, Mexican Mule and the Lucha Loco stalwart the Lucha Margarita, as well as a number of new additions. The new cocktails include:

- **Blood Orange & Guava Margarita** – Don Julio Reposado Tequila, blood orange, guava & lime - **\$16**
- **Cancun Cooler** - Don Julio Reposado Tequila, Midori, fresh lime and fresh cucumber - **\$16**
- **Paloma** - Don Julio Reposado Tequila, Aperol, grapefruit juice and fresh lime - **\$17**



For the tequila aficionado the bar is also stocked with a carefully selected portfolio of 100% blue agave tequilas and mezcals. The bar also features a refreshing selection of non-alcoholic drinks commonly found on the streets of Mexico - Agua Frescas (home made fresh fruit cocktails), and Horchata, a refreshing Mexican rice and cinnamon drink.

Super Loco's interior design direction was inspired by the owner's own experiences in Mexico City. "The goal was to combine the personalities of the owners, and their inspiration and passion for Mexican culture into the Loco venues", says designer Siew Hui Lim of Hui Designs, the interior designer for Lucha Loco and Super Loco. Super Loco uses more color, incorporates a long bar that has a Mexican diner look and feel, and the whole space is grounded by a rock rubble wall that encases the kitchen. "The brief was that the venue needed to have appeal during the day and night, there needed to be high zones for drinkers adjacent to the bar and a low zones for earlier family groups; the take away counter needed to have a rustic DIY look and feel inspired by taqueria's and street stalls in Mexico City. The key overarching design consideration was that the space and interior must lend itself to being fun and festive, which lead to the strong use of vibrant colours, creative graphics, the festival lighting, hand written typography and street posters which create this vibe and importantly at the same time reflect the spirit of the streets of Mexico.

The Loco Group Pte Ltd owns and manages Lucha Loco and Super Loco. The three owners (Julian Tan, Christian Tan (aka "The Tan Brothers") and Ajay Parag have plans to expand the LOCO brand internationally in the near future.

FACT SHEET

Address: #01-13 The Quayside, 60 Robertson Quay, Singapore 238252

Website: www.super-loco.com

Facebook: www.facebook.com/superloco

Instagram: @wearesuperloco (#wearesuperloco #superloco)

Total Seating: 150 currently, to expand to 200 in October 2014

Opening Hours

Currently Super Loco is serving dinner from Wednesdays to Sundays. From October 2014 Super Loco will offer dinner on Tuesday nights, late night tacos and weekend brunches. There are currently no plans to open for weekday lunch.

Dinner (Wed, Thu, Sun): 5pm – 12 Midnight

Kitchen Last Call: at 10.15pm (Wed, Thu), 9.45pm (Sun)



Dinner (Fri, Sat): 5pm – 1am
Kitchen Last Call: at 10.45pm

Super Loco practices a no reservations policy, walk-in only. However, Super Loco does take group reservations (must have 8 or more pax), with a limited number of groups per night.

Parking

Gallery Hotel or The Quayside Public Parking

Contact Details

Group Reservations: hola@super-loco.com

General Enquiries: hola@super-loco.com

Marketing and Public Relations Enquiries: Rachel@super-loco.com

PROFILES

Mario Malvaez – Executive Chef

Mario began his culinary career in 1998 in his native Mexico City. In 2000, he started a five year course of Culinary Arts and Gastronomy at the Universidad del Claustro de Sor Juana. During his studies, Mario worked in kitchens from Alaska to Las Vegas as part of a school program to explore the United States.

Following his graduation Mario set sail and joined a major cruise company to travel around the world, to widen his knowledge of international food and cultures. This experience was essential to develop a foundation upon which he could create new concepts in food, drinks and services. In 2008, Chef Mario arrived in Singapore to help open the Mexican restaurant Viva Mexico and in 2010 Piedra Negra in Arab Street. As a result of his culinary expertise, the Embassy of Mexico regularly contracts Chef Mario to coordinate their national events held in Singapore. In 2012 Mario played a pivotal role in setting up and running Lucha Loco and is currently the Executive Chef for The Loco Group Pte Ltd.



The Loco Group Pte Ltd (“The Loco Group”)

The Loco Group is the holding company established for the ownership and operation of Super Loco and Lucha Loco. The Loco Group is founded by Christian and Julian Tan along with long-time friend Ajay Parag.

Christian and Julian Tan are co-founders / co-owners of Tanjong Beach Club (“TBC”) (a joint venture with the Lo & Behold Group). Julian is also a partner in Loof, another partnership with the group. Christian is actively involved in the marketing and PR for The Loco Group whilst Julian oversees and manages all financial matters. Ajay Parag is a friend of the Tan brothers and has a background in strategy and management and manages the operations of Lucha Loco and Super Loco.

Hui Designs and Lim Siew Hui – Interior Design

Lim Siew Hui has more than 15 years of international interior design experience working on many restaurants, bars, high end residential and hotel spaces in Singapore and around the world working with many of the region's top design firms. Hui recently opened her own design studio named Hui Designs and is working on a number of restaurant and bar projects in Singapore. Hui is a close friend of the founders and led the interior design direction for Super Loco.

Foreign Policy Design – Logo and Branding

Foreign Policy is a design bureau and think tank based in Singapore that crafts, realizes and evolves brands with a creative and strategic development of ideas. Helmed by Creative Directors Yah-Leng Yu and Arthur Chin, the group of idea makers and storytellers is based in Singapore, independently owned and creatively motivated. Foreign Policy undertook the branding and graphic design work for Super Loco.