



June 16, 2005 - June 22, 2005 Myrtle Beach Herald 3364 Huger St. Myrtle Beach, SC 29577 843.626.3131

Monday, JUN 20, 2005

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Guest Book

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Señor Frog's enters the U.S. market with Myrtle Beach restaurant



The outside of Señor Frog's restaurant at Broadway at the Beach invites tourists and locals to experience the top eating and fun experience available only outside the U. S. until this week.

development. "The biggest challenge will be to adapt to this market while maintaining the overall energy of the Señor Frog's concept."

Hinojoso was first associated with the company as a Señor Frog's waiter. He moved on from there to become a partner in the opening of Señor Frog's in Monterrey, Mexico and has directed the openings of Señor Frog's in London, Barcelona, Madrid, the Bahamas, and Puerto Rico.

Several Señor Frog's franchises already exist in the U. S., but the Myrtle Beach location is the first move into the American market by the parent company Grupo Anderson. Grupo Anderson is Mexico's largest and most successful restaurant company. Grupo Anderson owns over 50 restaurants worldwide, including 14 Señor Frog's, whose first location was in world famous Cancun, Mexico.

"You will find the Señor Frog's in Myrtle Beach to be quite different from the franchises in South Beach," said Hinojoso. "We have carried our original concept, established in Cancun, with us and will provide a unique dining and entertainment experience."

"The restaurant theme is an inter-active, spontaneous atmosphere including dancing, on-stage contests, karaoke, and other types of unplanned entertainment," said marketing consultant Ashley Hallmark. "The atmosphere provides a temporary escape from reality with excellent food."

The restaurant, located at Broadway at the Beach, officially opened its doors for business Tuesday. It features lunch and dinner menus. Some of the specialties include Beef Chapata, a Mexican version of Philly cheesesteak, Aqua Tacos which are lettuce wraps filled with a cactus chicken salad topped with tomatillo sauce and guacamole, and the Molcajete, a cactus mixture topped with thin slices of beef and chicken and served in a steaming hot lava rock.

In addition to the dining area, the Myrtle Beach location includes two bars, a stage for the nightly entertainment, and a large patio overlooking the lake.

By Paul Gable

The Herald

A well known Mexican restaurant and center of night life in major tourist areas in Mexico and the Caribbean has chosen Myrtle Beach for its first location in the United States.

"I am very excited to introduce our most successful concept to a market with such great growth potential," said Jorge Hinojoso, director of

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The official grand opening celebrations for the Myrtle Beach location will be held June 14 and 15. The official Celebration will begin on Tuesday, June 14 at 6 p.m. with "Frogs Falling from the Sky," followed by an evening of non-stop entertainment, featuring live performances by Pantesia Steel Drum Band.

On Wednesday, June 15, Señor Frog's will attempt to break the Guinness World Record for the World's Largest Pair of Underpants at a Sock Hop event to benefit the American Heart Association.

At a cost of \$25 per person, guests will receive two complimentary drinks, free appetizers and a pair of Señor Frog's "Hop Socks."

The event, which is open to the public, will also feature 50s and 60s music by Gary Roland and The Landsharks Band, a Florida-based group known for its high-energy performances and audience interaction.

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