

New Contest Will Honor Independent Mexican/Latin Restaurants That Serve Their Communities

This program honors Mexican/Latin restaurants that faithfully serve their communities

CHICAGO, IL, UNITED STATES, August 21, 2026 /EINPresswire.com/ -- Do you love an independent Mexican or Latin restaurant in your community? Then honor them by nominating them for the [2026 Independent Mexican/Latin Restaurant of the Year!](#)



This contest, co-sponsored by el Restaurante magazine and Mineragua sparkling water, will put the spotlight on wonderful restaurants that are essential meeting places for the community, supportive employers, and providers of authentic Mexican/Latin cuisine.

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Ed Avis, Publisher, el Restaurante magazine

"We have met thousands of Mexican/Latin restaurant owners in the three decades since we founded el Restaurante magazine, and we know that owning a restaurant is a labor of passion for many people," says Ed Avis, publisher of el Restaurante. "And this new contest is designed to highlight owners who truly exhibit that passion."

Every restaurant that is nominated will receive a handsome nomination certificate, and the top three will receive recognition in el Restaurante magazine and a prize package designed to provide a cash infusion to the

restaurants and help them grow their market:

- First place will receive \$5,000, a package of point-of-sale materials, and an exclusive "Behind the Kitchen" video created just for the winning restaurant, an additional \$5,000 value.

- Second place will get \$2,000, a package of point-of-sale materials, and a \$1,000 social media ad campaign.
- Third place will win \$1,000, a package of point-of-sale materials, and a \$500 social media ad campaign.

"Independent Mexican/Latin restaurants are essential to their communities and Mineragua is delighted to partner with el Restaurante magazine in honoring them," says Miguel Garza, Food Service Trade Marketing Manager for Novamex, the supplier of Mineragua. "We hope this contest inspires Mexican/Latin restaurant owners to strive for even higher levels of authenticity and service to their communities and employees."

The entries to the 2026 Independent Mexican/Latin Restaurant of the Year Contest will be evaluated by a panel of judges who will consider the applicants' service to their community, support of their employees, and creation of culturally authentic cuisine. The contest is open to any Mexican or other Latin-cuisine restaurant with 10 or fewer locations. Restaurant owners are welcome to nominate their own restaurants, and nominations are also encouraged from restaurant customers, employees, and other people who know of a deserving restaurant.

There is no cost to nominate, and the nomination form can be found at elrestaurante.com/2026-independent-contest. The deadline for nominations is October 1, 2026.

About el Restaurante magazine: Founded in 1997, el Restaurante is a magazine that helps owners, managers and chefs of Mexican and Latin restaurants across the United States succeed. Learn more at elrestaurante.com

About Mineragua: Mineragua is Mexico's iconic sparkling mineral water, born from the Jarritos legacy. Crisp bubbles, clean taste, bold flavor.

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