

EL TAKE IT EASY

EL TAKE IT EASY: A STYLISH GASTRO-CANTINA COMES TO SAN DIEGO IN JUNE 2010

SAN DIEGO, CA – Coming in June to San Diego’s vibrant North Park neighborhood is El Take It Easy, a gastro-cantina and the latest restaurant venture from the creators of the Linkery, the acclaimed farm-to-table dining destination. Located at 3926 30th Street along a trendy block of pubs, eateries and boutiques, El Take It Easy promises a delicious "Baja California-meets-Global" small plates experience utilizing mostly local ingredients sourced from small farms and artisans. Diners can expect casual, world-ranging comfort cooking complemented by dynamic twists of modern gastronomy. True to the name El Take It Easy--which connotes high spirits, creativity and conviviality--the atmosphere, food and drink will be bright, diverse and memorable.



The Linkery’s Executive Chef Max Bonacci will also lead El Take It Easy’s kitchen. The new restaurant is another showcase for his confident, eclectic cooking, which consistently graces “best of” lists among national foodie publications. Bonacci, already known for “easy-going” gastropub dishes like the “Mexi-Dog,” plans to transfer the same fun presentation and big flavors to the small plates concept. Collaborating with him in El Take It

Easy’s start-up phase is Jair Tellez, chef/owner of Laja in Mexico’s Guadalupe Valley and owner of Merotoro in Mexico City. Tellez is a fixture among the Linkery’s extended culinary family, and his acclaimed contemporary Mexican restaurants, are inspirations for El Take It Easy.

“Foremost, El Take It Easy reflects our instincts to cook and craft great food that’s untouched by the industrial food machine,” said Linkery and El Take owner Jay Porter. “And through service, design and music, there’s definitely an energy we’re anxious to deliver--a marriage of style and substance that inspires people to eat and drink, to lounge and linger.”

Design-wise, El Take It Easy is in the hands of OBR Architecture and San Diego Urban Timber, whose efforts are geared toward a subtly sexy, gastro-cantina theme that encourages diners to revel, relax and mingle. The space will be filled with communal tables and booth seating, and a custom-designed bar from recycled and unique materials. Large-format paintings by talented Tijuana artist Enrique Ciapara will grace the walls. The restaurant will seat 85 inside and 25 on the open-air front patio.

Ultimately, the look and feel of El Take It Easy is that of a festive place where an evening's momentum will make for great late-night dining and drinking. Basically, it's perfect for North Park, a neighborhood known for drawing the cool, the conscious, and the creative. Adds Porter, "Our kitchen won't be the retiring kind. We're in the perfect neighborhood to create and serve in a big and bold way every night."

El Take It Easy will be open daily with dinner service from 6:00 pm to 1:00 am. Additional information on food and drink will be available soon at www.eltakeiteasy.com.

CONTACT: Gerald "Dex" Poindexter | G.P. Marketing Services | 619.255.7433 | dex@thelinkery.com

EL TAKE IT EASY



Jay Porter | Max Bonacci | Jair Tellez

**Proprietor
Jay Porter**

**General Manager
Stephanie Tait**

**Executive Chef
Max Bonacci**

**Consulting Chef
Jair Tellez**

EL TAKE IT EASY

CHARCUTERIE

Country ham 13

BOTANAS

Yellowtail gravlax 6

Pickled vegetables 5

Cheese selection (per cheese) 5

Mulberries, chile, lime 5

Chicken spleens 5

Grilled asparagus 7

Tosti-locos 6

Pork belly & quail egg terrine 7

Spot prawn fritters 8

RACIONES

Prepared Sol Azul oysters 16

Mixed vegetable tostadas 7

Octopus tostadas 8

Greens with vegetables 7

Chicken soup 8

Goat torta sliders 10

Kentucky fried buches 8

Rabbit taquitos 7

Sweet & sour chicken heads 7

Pork belly tacos 8

Mole chicken 11

Pork Cazuela 10

Longaniza 9

Fried grouper 11

Rabbit sausages 13

Clams, chorizo 12

Grilled beef cheek 11

Rabbit cazuela 15

SWEETS

Strawberry rhubarb cobbler 8

Churros, Taza chocolate 7



CERVEZAS PREPARADAS

made with Lagunitas Pils add shrimp \$2.5

Clamato

Clam broth, tomato, hot sauce, citrus 7

Mariscos

Octopus, shellfish 8

MICHELADAS

made with Lagunitas Pils

Defeña

Lime and salt 5

Cubana

English sauce and salt 6

Laguna Salada

lime, hot sauce, English sauce, tajine 6

18% service charge for dining-in guests; tips not accepted. Any extra cash you leave will be donated to Ambiente Comunitario de Tecate.

3926 30TH STREET

DRAFTS

Lagunitas Pils 4.5

Why ? Not Wheat 4.5

30th Street Pale Ale 4.5

Cucapa Obscura 5

BOTTLES

Negra Modelo 5

AleSmith X 9

Ballast Point Calico 5

Wipeout IPA 10

Stone Smoked Porter 9

Speedway Stout 28

Duvel 8

Allagash White 6

George Schneider's Organic Hefeweissen
10

St. Louis Gueuze Fond Tradition 11

Russian River Consecration 40

WINE DRINKS

Calimocho red wine, coca cola, citrus 5

Tijuego Cooler white wine, Cava, lime 5

Sangria glass 7 / carafe 32

SPARKLING

Cava Brut Reserva NV Avinyo, Catalonia
11/45

Sparkling Falangina NV Cantina Del
Taburno, Campania 8/33

WHITE

Arabako Txakolina 08, Xarmant, Basque
11/41

Verdicchio Di Gino 08 Fattoria San
Lorenzo, Marches 9/33

Alsace Blanc 07 Kuents-Bas 9/33

Vernaccia di San Gimignano 07 Cesani,
Tuscany 11/41

Bordeaux Blanc 08 Chateau Ducasse
12/44

ROSADOS

Lagrein Rosato 07 Cesconi, Trentino, Italy
8.5/30

Domaine de Triennes 08, Provence 12/44

RED

Cote de Brouilly 08 Nicole Chanrion,
Beaujolais 12/45

Grenache Noir 08 Domaine de Gournier,
Costieres De Nimes 7.5/28

Sangiovese 07 Umani Ronchi, Marche 8/28

Ribera Del Duero 06 Torre Moron "Tinto"
9/34

Rioja Alvesa 08 Arbanta 10/38

Morellino di Scansano Reserva 04
Cecchi, Tuscany 14/52

EL TAKE IT EASY

