



Company Overview

Gringo's Mexican Kitchen — {Nacho} Average Tex-Mex Restaurant

Gringo's has been serving residents of Texas since 1993, and the feat doesn't start or stop with enchiladas. Gringo's Mexican Kitchen operates full-service family dining restaurants in Houston, each equipped with its very own tasty margarita and spirits cantina. Savory menu items at Gringo's go beyond the usual Tex-Mex variety, offering guests signature items such as Southwest Eggrolls and unique salads like the Cozumel Chicken Salad.

Each Gringo's Mexican Kitchen is adorned with antique, original décor pieces that capture the essence of where the Old West meets Mexico, bringing guests a treat for the eyes as well as the appetite. At the same time, Gringo's maintains a friendly atmosphere, making it a perfect place for families to come together. What's more, Gringo's Mexican Kitchen offers supreme quality, excellent value and free soft serve ice cream to every guest.

About Us

No {Tortilla} Chip on His Shoulder

The year was 1992 and Russell Ybarra was asked to take over his father's failing restaurant in Pearland, Texas. This restaurant property had previously failed under four different concepts, and friends advised Russell against it. Coming from a family of restaurateurs, and seeing the long journey of failures and successes, Russell said, "I'll do it." ...definitely not the answer anyone expected, but Russell knew his approach would be different this time.

He began the remodel of the property and after months of hard work and operating on a non-existent budget, Gringo's Mexican Kitchen opened for business on January 11th, 1993. Russell opened the restaurant with one, stay-true philosophy, "To serve the highest quality Mexican food at the lowest price possible." No matter what it takes, the company holds true to this philosophy to this day, and it is the single most attributing factor to the company's continued success. Pearland "The Original" location is still the most successful of the Gringo's Mexican Kitchen chain.

Core Values

1. Building guest relationships one meal at a time.
2. Fostering honesty and respect amongst our team members.
3. Reinvesting in our team members and local community.
4. Developing a relationship of trust with our vendors.
5. Never being satisfied.

{Uno} Purpose

To serve the highest quality Mexican food at the lowest price possible.



In {Queso} You Didn't Know

As Gringo's Mexican Kitchen's third core value is "reinvesting in our team members and local community," the company donates time and effort to numerous charitable organizations each year. Through various fundraising efforts, they are able to support and assist numerous local non-profit organizations and school groups.

Every summer since 2005, Gringo's has partnered with the Gulf Coast Regional Blood Center to host blood drives at all locations to assist in the blood center's ongoing efforts. Gringo's was named "Event of the Year" in 2008 for collecting 168 units of blood (which can help save the lives of more than 500 people).

After a fire destroyed 10-year team member Raul Gonzalez's home just days before Christmas in 2010, Gringo's purchased a new mobile home for Gonzalez and his family, as well as necessities to help them through the holiday.

In 2013, Gringo's and, sister concept, Jimmy Chargas hosted a company-wide "dine and earn" benefit in honor of Pasadena Police Officer, Mike Huffman. Officer Huffman endured a tragic accident leaving him critically injured and in need of a prosthetic leg. The eleven restaurants (at the time) committed to donating 50% of all sales earned on September 3rd, 2013 and later that week, Mike was presented with a check for \$100,000.

In 2014, team member Stacia Hunt wrote a letter to Russell sharing the challenges her fellow team member, Melinda Johnson, faced with her prosthetic leg which was very worn and in need of replacement. Gringo's purchased an Ottobock X3 for Melinda, which now allows her to walk up stairs, run, ride a bicycle and play in water with her young daughter.

Come what may, Gringo's Mexican Kitchen will continue its commitment to assisting those in need, in any way possible. Residents of the Houston area can certainly count on Gringo's for support in fundraising and awareness efforts, just a small way that Gringo's gives thanks to the community that has led to its success.

"In my opinion, business is about much more than just making money. It is about using that business as a vehicle to make a positive impact on those it comes into contact with. From the customers to the employees, from the vendors to the community, everyone benefits when a business realizes that its success is best when shared. I'm very grateful that our company has been able share its success with those who have made it possible. That has been my greatest reward."

"The most beautiful and rewarding aspect of our operations is witnessing the impact our company continues to have on the lives of so many individuals. Obviously, our company does need to generate a profit in order to survive, but it's what we do with those profits that will always separate us from our competitors."

Russell Ybarra

Gringo's Founder, Master Enchilada Roller & Head Dishwasher



Gringo's Facts

Company Details

Tex-Mex Institute

Address: 2601 Underwood Road
La Porte, Texas 77571

Phone: 281.470.7900

Toll Free: 866.GRINGOS

Office Hours: Monday – Friday: 8:00am – 4:00pm CST

Contacts: Heather McKeon (cmo)
Jonathan Kim (coo)
Elio Alfonso (cfo)
Al Flores (corporate counsel)
Russell Ybarra (president/ceo)

Hours of Operation

Sunday – Thursday: 11:00am to 9:15pm
Friday – Saturday: 11:00am – 10:15pm

Closing times vary per location depending on market demands.

Website

gringostextmex.com

Social Sites

 facebook.com/gringostextmex  [@gringostextmex](https://instagram.com/@gringostextmex)

 [@gringostextmex](https://twitter.com/@gringostextmex)

Restaurant Specifics

	Opening Year	Approximate Square Feet	Approximate Interior Seats
Pearland "The Original" 2202 E. Broadway, Pearland, Texas 77581 281.485.3844	1993	11,000	250
La Porte 2631 Underwood, La Porte, Texas 77571 281.470.7424	1996	8,100	250
Texas City 10200 E. F. Lowry, Texas City, Texas 77591 409.986.6864	1999	8,300	260
Fuqua 12348 Gulf Freeway, Houston Texas 77034 713.910.5565	2000	7,100	195
Stafford 12330 Southwest Freeway, Stafford, Texas 77477 281.980.7482	2002	8,300	265
Champions 6925 Cypresswood Drive, Suite G, Spring, Texas 77379 281.376.7800	2006	7,000	200
Pearland Town Center 3005 Kirby Dr, Pearland, Texas 77584 713.538.1000	2008	9,000	250
Rosenberg 24108 Southwest Freeway, Rosenberg, Texas 77471 832.595.8226	2009	6,000	230
Cypress 27030 Northwest Freeway, Cypress, Texas 77433 281.304.8226	2011	10,500	345
Spring 19330 Interstate 45, Spring, Texas 77373 832.381.3345	2014	11,000	375
The Woodlands 30420 FM 2978, Woodlands, Texas 77354 832.928.9144	2017	5,650	250
Sugar Land 19940 Southwest Freeway, Texas 77479 832.449.3920	2018		
New Caney 21576 US Hwy 59, New Caney, Texas 77357 281.354.3663	2018	8,600	260
Katy 230 West Grand Pkwy S	Coming 2020		



Growth

Gringo's Sister Concept

Gringo's introduces our sister concept — a fresh take on fun food!

Jimmy Changas

Following in the footprint of Gringo's, Jimmy Changas serves the highest quality food at the lowest price possible, but with a fun, fresh-mex twist for all. With multiple locations, Jimmy Changas offers a trendy atmosphere and family-friendly fun with the help of the spacious "Jimmy's Jungle" playground for the younger monkeys. Specialty dishes include the Ahi Tuna Salad, Chile Rellenos, Dirty Tostadas, housemade soups and delicious white chile con queso — just to name a few local favorites. Dubbed a "palatial Tex-Mex restaurant" by the Houston Press, Jimmy Changas is perfect for families who want great Tex-Mex on a budget. This restaurant will have you going ape wild!



Hours of Operation

Sunday — Thursday: 11:00am to 9:15pm
Friday — Saturday: 11:00am — 10:15pm

Closing times vary per location depending on market demands.

Website

jimmychangas.com

Social Sites

 facebook.com/freshmexfun

 [@freshmexfun](https://instagram.com/@freshmexfun)

 [@freshmexfun](https://twitter.com/@freshmexfun)

Restaurant Specifics

Pasadena

5144 Center Street, Pasadena, TX 77505 | 713.575.2700

League City

2504 S Gulf Freeway, League City, TX 77573 | 832.340.2450

Katy

300 Westgreen Blvd., Katy, TX 77450 | 832.321.5927

Pearland

3005 Business Center Dr., Pearland, TX 77584 | 281.617.7812

Opening Year

2011

2012

2013

2016



Executive Bio

Russell Ybarra – Master Enchilada Roller & Head Dishwasher

Growing up in the restaurant industry through his father's company, El Toro Mexican Restaurants, Russell started his career in the kitchen washing dishes and learning first-hand all facets of the restaurant industry. He caught the entrepreneurial spirit early and started El Matador Foods in 1986, a tortilla factory in Baytown, Texas. Gringo's Mexican Kitchen came to life in 1993 when Russell had the opportunity to branch out on his own. Taking over a building in Pearland that had housed four failed restaurants, Russell applied his philosophy of serving the highest quality Tex-Mex at the lowest price possible to the new venture. The community responded and has allowed Russell, along with his team and two franchise partners, to expand the company to 20 locations, including four other concepts – Jimmy Chargas, Bullritos®, The Lunch Box and Burger Libre.

Twenty-six years later, with annual revenues expected to exceed 110 million dollars in 2019, Russell's passion for the well-being of his team members and community is paramount. Take care of what is important and the rest will fall into place. As President and CEO of Gringo's Mexican Kitchen & Jimmy Chargas restaurants, he considers himself extremely fortunate to serve tacos and enchiladas for a living.

"I believe that in order for a business to realize its true purpose, their primary mission must go beyond focusing only on profits." Russell Ybarra