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**MATTITO'S CELEBRATES CINCO DE MAYO WITH
3rd ANNUAL BOB ARMSTRONG QUESO EATING CONTEST**

Cinco de Mayo festivities planned for Dallas, Las Colinas and Frisco locations

DALLAS, TX – April 23, 2012 – Known for throwing the biggest and best Cinco de Mayo fiesta in Dallas, [Mattito's](#) continues the tradition this year with four "Cinco de Mattito's" celebrations, May 5, at its two locations in Dallas, as well as Las Colinas and Frisco. Commemorating Mexico's triumph over France in 1862, no restaurant in North Texas honors the historical occasion better than Mattito's which has served its famous Tex-Mex fare for more than two generations.

"Bring on the queso!" is the battle cry at Mattito's Uptown, located at 3011 Routh Street, which will host its Third Annual Bob Armstrong Queso Eating Contest at 8:15 p.m. as part of its Cinco de Mayo party. The record to beat is four pounds and five ounces of cheese, ground beef taco meat, guacamole and sour cream, which was consumed in five minutes last year by Robert Nnake. This year's winner will receive bragging rights, an engraved nameplate on the trophy, and a "I Am Bob Armstrong" card good for one year of free Bob



Armstrong queso at any location, which is named for the Texas politician who created the cheesy concoction over a quarter century ago. Not on the menu and a top-secret recipe, the legendary queso is included in *D Magazine's* ["The Things Every Dallasite Must Do"](#) list.

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Beginning at 2:00 p.m. inside the restaurant and outdoor tent in the adjacent parking lot, the Mexican holiday is commemorated with mariachis, DJ music, mechanical bull rides and tequila tastings compliments of Corozon Tequila, games and prizes, and of course, drink specials and cuisine from the award-winning Tex-Mex menu. Celebrity DJ Brandon Olds starts at 6:00 p.m. and [The Monco Poncho band](#) takes the stage at 7:30 p.m. Adding to the excitement, Mattito's will give away 1000 cap guns to attendees to blast off during the band performance.

Cinco de Mayo will also be properly celebrated at Mattito's at 7778 Forest Lane; Mattito's Frisco, located at 6129 Main Street; and the newest location in Las Colinas at 1001 MacArthur Park Drive. DJ music kicks off the fiesta at 2:00 p.m. at each location, joined by a face painter (Frisco location only). Four dollar margaritas and \$3 beer are available 2:00 p.m. to 6:00 p.m., along with the award-winning Tex-Mex cuisine all night.

"We are kicking it up a notch this year with Cinco de Mayo being on a Saturday and expect a huge crowd at all locations. Of course, the already legendary Bob Armstrong Queso Eating Contest is the main attraction and we set a new attendance record as a result of adding this to the event," says Partner Jim Lannom, noting more than 2,500 people attended Mattito's Cinco de Mayo parties in 2011. "Cinco de Mayo is our busiest day of the year and we welcome everyone to our celebration of Mexican heritage, food, music and dance."

For more information or to sign-up for the Third Annual Bob Armstrong Queso Eating Contest, call Mattito's Uptown at (214) 526-8181, Mattito's Forest Lane at (214) 377-9576, Mattito's Frisco at (214) 872-3411, or Mattito's Las Colinas at (214) 379-0165. Event details can be found at www.mattitos.com.

About Mattito's: Best Tex-Mex in Dallas, Frisco and Las Colinas

A Dallas institution for more than two generations, Mattito's is not only where the locals eat, but where visitors flock. The recipient of accolades near and far, Mattito's has been named 'Top Ten Tequila Bars in the United States', 'Dallas' Best Sunday Brunch', 'Dallas' Best Tex-Mex', and several people's choice awards.

The "beyond the norm" menu is comprised of authentic family recipes that entice many a repeat visit. From traditional Tex-Mex staples – beef fajitas, cheese enchiladas, crispy tacos and chicken flautas – to the unexpected such as shrimp fajitas, brisket tacos, avocado enchiladas and chicken jalapeno tamales. But it is the house specialties for which Mattito's truly exceeds Tex-Mex expectations: chicken chile relleno, grilled jumbo shrimp, white fish tacos, and pan seared Caribbean snapper are just a few.

The dining experience is made complete by our renowned Rumba Rita margaritas and festive atmosphere indoors and outdoors. In addition, Mattito's offers private party rooms for 20-200, off-site catering, large party delivery, happy hour Monday-Friday, and Sunday Champagne brunch.

For hours of operation and more information, go to www.mattitos.com.

500 Character Description:

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mechanical bull rides, games and prizes, drink specials and cuisine from the award-winning Tex-Mex menu. Mattito's Uptown will host its Third Annual Bob Armstrong Queso Eating Contest at 8:15pm and The Monco Poncho band begins at 6:00pm.

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