



Press Release



February 20, 2024

World Famous Laguna Burger Announces Expansion in Rio Rancho

The operator of the World Famous Laguna Burger Restaurants has formally announced plans for a new location in Rio Rancho later this year. Fuego Enterprises LLC, a subsidiary of Laguna Development Corporation, said construction is underway on a new World Famous Laguna Burger Restaurant at 2401 Rio Rancho Blvd adjacent to Latitudes Market and Convenience Store.

The announcement comes while Laguna Burger continues to enjoy wide recognition as the region's best green chili cheeseburger. In 2023 Laguna Burger was named Albuquerque's Best of the City by readers of both the Albuquerque Journal and Albuquerque the Magazine. The most recent awards add to a long list of accolades for the homegrown creation including being named Best Green Chile Cheeseburger at the New Mexico State Fair.

The new 3,000 square foot restaurant will feature seating for 55 patrons inside and will include patio seating for 50. This will be the 5th Laguna Burger location since the concept was originally introduced in the Pueblo of Laguna in 2007. Jorge Brasil, Managing Partner of Fuego Enterprises said, "We are excited to bring the Laguna Burger to Rio Rancho and become part of one of New Mexico's fastest growing communities. We look forward to partnering with our friends at Latitudes to create a one-stop spot for lunch, or dinner, gas or groceries."

The Laguna Burger is a half-pound of seasoned fresh Certified Angus Beef® on a locally baked bun with farm-fresh lettuce, tomato, onions and New Mexico Certified Chile™.

According to LDC President and CEO Maxine Velasquez, "After years of building a reputation for quality, service, and value we are excited to become members of the Rio Rancho business community. We look forward to ongoing expansion of the Laguna Burger brand beyond the Pueblo of Laguna in carefully selected, exclusive locations of New Mexico and the Southwest."

The four current Laguna Burger locations include the 12th Street restaurant across from the Indian Pueblo Cultural Center, inside Route 66 Casino Hotel on Interstate 40 exit 140 and two locations at the Route 66 Pit Stops on I-40 at exits 140 and 114. Laguna Burger is also featured inside University Arena aka The Pit during UNM basketball games and special events. The Laguna Burger Food Truck can be found at a variety of locations each week. For details go to www.thelagunaburger.com

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www.thelagunaburger.com

12th Street Restaurant • Route 66 Casino • Rio Puerco 66 Pit Stop • Laguna 66 Pit Stop
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