



# Press Release



For Immediate Release

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## **World Famous Laguna Burger Announces Rio Rancho Opening Date**

The operator of the World Famous Laguna Burger Restaurants announced today the new restaurant in Rio Rancho will officially open to the public on Thursday April 18<sup>th</sup> at 11 a.m. . Fuego Enterprises LLC, a subsidiary of Laguna Development Corporation, said construction is nearly complete on the new location at 2401 Rio Rancho Blvd adjacent to Latitudes Market and Convenience Store.

The announcement comes while Laguna Burger enjoys wide recognition as the region's best green chile cheeseburger. In 2023 Laguna Burger was named Albuquerque's Best of the City by readers of both the Albuquerque Journal and Albuquerque the Magazine. Previous accolades include being named Best Green Chile Cheeseburger in the prestigious New Mexico State Fair competition. The burger is part of a tradition established more than 50 years ago when the Feast burger featuring chopped raw green chile became a part of the Laguna Pueblo's annual feast days.

The new 3,000 square foot restaurant will feature seating for 55 patrons inside and patio seating for 50. Hours of operation will be Sunday – Thursday 11 a.m. to 9:00 p.m. Friday and Saturday 11 a.m. to 10 p.m. This will be the 5<sup>th</sup> Laguna Burger location since the concept was originally introduced in the Pueblo of Laguna in 2007. Jorge Brasil, Principal Manager of Fuego Enterprises said, "Over the past several months we have worked closely with our contractors to build a new location that has the unique décor, and convenient service design our restaurants are known for."

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, "We are excited about opening the new restaurant and joining a vibrant Rio Rancho business community. We are also adding 24 new jobs to the local economy."

In addition to the new location in Rio Rancho, current Laguna Burger outlets include the 12<sup>th</sup> 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](http://www.thelagunaburger.com)