

FOR IMMEDIATE RELEASE

Introducing Aqua by El Gaucho

Who says fire and water can't mix? El Gaucho and Waterfront Seafood Grill unite and the result is something extraordinary: Aqua by El Gaucho



Seattle, Wash.—(October 6, 2011) — After a quick closure October 3-5, the restaurant formerly known as Waterfront Seafood Grill underwent a total rebrand and reemerged today as Aqua by El Gaucho.

For the past decade, El Gaucho's sister restaurant was known as Waterfront Seafood Grill: the hidden jewel of Seattle. Unfortunately, only few were aware that the two restaurants stemmed from the same family. Due to the continued success of El Gaucho's four locations coupled with its rich Seattle history, the brand has gained substantial name recognition and marketing power over the years.

Owner Paul Mackay decided to leverage El Gaucho's powerful brand name to benefit his lesser known restaurant, Waterfront Seafood Grill. By incorporating the El Gaucho brand into this already-established Seattle seafood institution, the "love child" of Waterfront Seafood Grill and El Gaucho has come to the surface as Aqua by El Gaucho.

"We recently renewed our lease and wanted to update the restaurant to make it a little more in tune with the El Gaucho identity" says Mackay, "we thought, what better time to rebrand it? It makes for incredible marketing opportunities." The updated, more vibrant décor will stay true to its feminine ambiance while bringing a more modern feel to waterfront dining.

Guests can look forward to enjoying a familiar menu by Executive Chef, Peter Levine, with a few added nostalgic items found in the restaurant's original menu over ten years ago. With three distinct cooking methods, guests will enjoy food prepared in the wide open, exhibition kitchen equipped with a wood stone oven, plancha griddle, and charcoal grill.

Open since 2000, Aqua by El Gaucho (the former Waterfront Seafood Grill), located on Pier 70 in Seattle, features outstanding fresh seafood accompanied by sweeping views of Elliott Bay and the Olympic Mountains. The restaurant is open Sunday - Thursday, 5 to 10 p.m., bar open 4 p.m. until close; Friday - Saturday, 5 to 11 p.m., bar open 4 p.m. until close.

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