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Ensalada de la Casa at The El Felix has been named one of Georgia's "100 Plates Locals Love"

ALPHARETTA, June 7, 2017— Alpharetta's The El Felix Tex-Mex restaurant, located in Avalon has been awarded the 2017/2018 "100 Plates Locals Love" distinction by Georgia Department of Economic Development's Tourism Division (GDEcD). Georgia Tourism's third annual list of "100 Plates Locals Love" is featured in the state's culinary guide, *Georgia Eats*.

The Georgia Department of Economic Development's Tourism Division highlights the state's culinary greatness in the official guide *Georgia Eats*. This informative and inspiring guide is created to entice visitors to sample the world-class cuisine throughout the state. Georgia Tourism created "100 Plates Locals Love" as a way to provide visitors with locally sourced suggestions, similar to recommending restaurants to our family and friends. Winners of the "100 Plates Locals Love" designation, are featured in the *Georgia Eats* culinary guide. This annual publication, along with over 200 other brochures about the area, can be found in the Alpharetta Welcome Center, located at 178 South Main Street in Alpharetta, Georgia.

"We are very excited that The El Felix has been awarded this culinary distinction by the State of Georgia," said Janet Rodgers, president and CEO of the Alpharetta Convention and Visitors Bureau. "Alpharetta is becoming the culinary city of the Southeast with locally owned and chef-driven restaurants scattered throughout the city, making our city a true culinary destination."

Inspired by childhood memories of small-town Texas cafés, chef-restaurateur & native Texan **Ford Fry**, serves classic Tex-Mex at The El Felix, which opened in November 2014, and is located in Alpharetta's Avalon development. Fry and vice president of culinary **Kevin Maxey** pay homage to their Texas roots with a menu featuring staples engrained in Texas' history as well as American-regional cuisine with a contemporary twist.

“The El Felix is about great, classic Tex-Mex that inspires a community feel,” said Fry. “We take pride in every guest - serving the families that spend the day at Avalon and those just grabbing a drink at our bar. We're offering a welcoming neighborhood spot plus the queso and house-made margaritas.”

Acclaimed locally and regionally, the El Felix brings together family, friends and neighbors over Tex-Mex favorites, 100% agave tequilas, fresh margaritas and a full selection of beer, wine and spirits that nod to the old south.

The El Felix was also among the distinguished list of restaurants that can only be found in Alpharetta. The Alpharetta Convention and Visitors Bureau's [“Only in Alpharetta” campaign](#), which launched in March 2016, highlights the city's unique restaurants, shops, attractions and events that are exclusively found in Alpharetta. The almost 100 Alpharetta businesses that can only be found within the city limits of Alpharetta can be found on www.awesomealpharetta.com.

Alpharetta Convention and Visitors Bureau

The Alpharetta Convention and Visitors Bureau serves as the official destination marketing organization for the city of Alpharetta, promoting tourism and attracting visitors to all 23 of Alpharetta's upscale and modern hotels. Visit awesomealpharetta.com for more information.

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