

FOR IMMEDIATE RELEASE



Media Contact:
The Knight Agency

Erica Knight
erica@knight.agency
480-406-3079

Stephanie Ferrer
stephanie@knight.agency
480-621-0350

To view photos, click [here](#).

Taqueria Factory Opens Second Chandler Location in Ocotillo Community
Local family-run restaurant concept brings authentic, flavor-packed quesabirrias, tacos micheladas and real fruit margaritas to new location

PHOENIX, June 1, 2023 - Taqueria Factory is thrilled to announce its expansion with an all-new location in the Ocotillo area of South Chandler and is scheduled for a grand opening on June 22. From the family behind Frutilandia, Arizona's favorite authentic Mexican dessert and snack concept, Taqueria Factory was established by the Garfio Family in 2022 after 17 years of operating Frutilandia. The first Taqueria Factory location was opened on Ray Road and Arizona Avenue. Due to customer demand, the family decided to bring more Taqueria Factory locations to Arizona and launch franchising opportunities.

The second location is owned by Executive Chef Gabriel Garfio, the son of Gamaliel and Maria Garfio, who co-founded the Frutilandia and Taqueria Factory concepts and franchises. A chef for over 13 years and the previous owner of Sunnyside Breakfast Lounge, Chef Gabriel Garfio has a background in culinary, restaurant management and catering from Mountain Shadows Resort and Palo Verde Country Club.

"The Chandler community has overwhelmingly supported us since we opened our doors and we are proud to be able to bring a concept that has been in the making for 5 years to even more Chandler residents," said Gamaliel Garfio, co-founder of Taqueria Factory.

The fast-casual taqueria in Ocotillo offering full service and to-go service is in a 2,600 square-foot space and features a walk-up counter for ordering, comfortable seating for up to 75 guests, outdoor dining patio, and an indoor bar to imbibe on real fruit margaritas, micheladas, bottle and draft beers.

“I am excited to serve true, made-from-scratch Mexican food with authentic ingredients that all cultures and people can enjoy,” said Taqueria Factory Ocotillo Owner Gabriel Garfio. “We love the beautiful Ocotillo neighborhood, the friendliness of the residents, and the variety of quality schools, shops, and businesses it has to offer.”

Bringing the taste of Mexico straight to the table, Taqueria Factory is committed to only crafting its food and cocktails with the freshest, highest quality ingredients, traditional Mexican recipes and from-scratch cooking methods. All meats are braised for several hours and cooked in an open kitchen while everything on the menu is made in house including marinades, guacamoles and salsas. Highlighting various regions of Mexico including Jalisco and Sinaloa, the food menu offers traditional street-style tacos, burritos, quesadillas, nachos, birria ramen and quesabirrias, a cross between a taco and quesadilla with melted cheese and birria-style braised beef stuffed in a handcrafted corn or flour tortilla served with a flavor-loaded consommé for dunking. Fresh, off-the-grill taco options include carne asada, marinated chicken, shrimp, birria-style beef and the family’s signature al pastor, which is marinated for 24 hours and includes 11 imported ingredients.

The masters of micheladas and real fruit margaritas, Taqueria Factory’s top-notch margaritas are only made with real fruit purees in collaboration with Frutilandia and come in flavors such as strawberry, pineapple, tamarind, lime and mango while the beer-based micheladas are made with a secret blend of spices developed by Fernando Garfio, “michelada master,” brother to Gabriel Garfio and general manager of the original Taqueria Factory location. The beverage program also offers a signature Mangoneada Borracha, a frozen mango drink made with real mangos, chamoy, Tajin, tequila, and a tamarind coated candy straw and housemade agua frescas including flavors like horchata, strawberry, hibiscus flower tea, and cucumber lime. Happy hour is offered Monday through Friday from 2 to 6 p.m. and all alcoholic beverages are \$1.50 off in addition to their daily specials such as \$3 off Mangoneada Borrachas on Mondays, \$3 off Micheladas on Toxica Tuesdays, and buy-one-get-one 50% off margaritas on Margarita Wednesdays.

On June 22, Taqueria Factory will celebrate the grand opening starting at 11 a.m. with all-day specials and giveaways including free gift cards and a chance to win free tacos for a year as well as buy-one-get-one tacos and 16-ounce draft beers for \$3. Coming next is Taqueria Factory and Frutilandia Tempe at Arizona Mills which will be co-owned by Edward Valdez and Briana Garfio, sister to Gabriel Garfio.

Taqueria Factory is located at 1155 Ocotillo Road Suite #1 in Chandler on the Southwest corner of Alma School Road and Ocotillo Road. The taqueria is soft opened for dine-in and to-go

orders and also offers online ordering on www.taqueriafactory.com or through delivery apps. Follow @TaqueriaFactoryUSA on Instagram and TikTok.

About Taqueria Factory

Established in 2022 by the Garfio Family, the family-run taqueria is brought by the creators and owners of Frutilandia. Taqueria Factory is where tacos and micheladas meet the freshest, top-quality ingredients and massive, authentic flavors. For more information, visit www.taqueriafactory.com or @taqueriafactoryusa on social media.

###