



Bloomfield Township
6676 Telegraph Road
Bloomfield Hills, MI 48301
248 865-9300

Dearborn
21400 Michigan Avenue
Dearborn, MI 48126
313 359-3300

Detroit Riverfront
400 Renaissance Center
Suite A-403
Detroit, MI 48243
313 567-6700

Livonia
38703 Seven Mile Road
Livonia, MI 48152
734 953-3200

Novi
42705 East Grand River Avenue
Novi, Michigan 48375
248 348-3838

Royal Oak
129 South Main Street
Royal Oak, MI 48067
248 582-9300

St. Clair Shores Lakefront
24026 Jefferson Avenue
St Clair Shores, MI 48080
586 773-7770

Sterling Heights
14425 Lakeside Circle
Sterling Heights, MI 48312
586 532-8800

Trattoria Grosse Pointe Woods
20930 Mack Avenue
Grosse Pointe Woods, MI 48236
313 886-9933

Warren
7096 East Fourteen Mile Road
Warren, MI 48092
586 268-3200

Banquet Center
7096 East Fourteen Mile Road
Warren, MI 48092
586 268-0200

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Release: Immediately

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SUBJECT: ANDIAMO RESTAURANT GROUP TO OPEN NEW ROJO MEXICAN BISTRO IN ROCHESTER

Warren, Michigan (September 7, 2010) --- Joe Vicari, President and CEO of Andiamo Restaurant Group, has announced the opening of Rojo Mexican Bistro a new contemporary approach to Mexican food and beverages, in Rochester, Michigan. The new restaurant is scheduled to open October 11, 2010 at the current site of Andiamo Rochester which closed September 7.

Following a very successful launch of the Rojo Mexican Bistro concept in Novi, the Andiamo Restaurant Group made the decision to change the format of the Rochester restaurant. Rojo Mexican Bistro will have a strong emphasis on freshness and customization, with tableside guacamole made to order, and salsas that can be personalized with pepper infused oils. The extensive beverage menu includes 110 Tequila choices and Margaritas made with fresh squeezed juices and Agave nectar.

Joe Vicari said, "We look forward to continue serving Rochester and the surrounding communities and providing the fine food and service for which we are known. Our Rojo Mexican Bistro concept has been very successful in Novi and we feel it is time to expand into the Rochester area. Chef Luis Garza, with over 17 years of experience as a chef, will have the freedom to recreate his own family recipes for those who have been waiting for a Mexican dining experience."

Steve Simon, with 5 years of experience with the Andiamo Restaurant Group, will manage Rojo Mexican Bistro located at 401 N. Main, Rochester, Michigan. The phone number is 248-601-9300 and the website <http://www.rojomexicanbistro.com>.

Rojo Mexican Bistro will be open daily at 11am for lunch and dinner. The lounge area will feature entertainment Tuesday through Saturday evenings.

Rojo Mexican Bistro is a project that brings together a talented duo of restaurant professionals, Joe Vicari, President and CEO of the Andiamo Restaurant Group and Dan Linnen, Owner Operator of Andiamo Novi. Together they bring the resources, vision, and talented staff to a new Mexican restaurant concept designed for the Detroit Metropolitan area.

The Andiamo Restaurant Group is Detroit area's premier chain of authentic Italian restaurants with 10 locations in the tri-county area. Joe Vicari, President and CEO created the restaurant group with an emphasis on fresh foods used to prepare consistently high quality food served with the utmost professionalism.