



New El Gaucho Seattle Location Opening Tuesday, November 5th
The Pacific Northwest's steakhouse legacy begins a new era in Seattle's historic Union Stables

Seattle, WA - October 27, 2020 - Reveling and celebrating life is the [El Gaucho](#) tradition and those celebrations still matter - perhaps now more than ever. When the doors open at El Gaucho Seattle on Tuesday, November 5th, guests will experience the same legendary hospitality in a beautiful new space designed to highlight both the defining elements of the El Gaucho legacy and the historical details of the Union Stables building, while introducing an elegant and updated perspective.

The move to 2200 Western Avenue, just north of Pike Place Market, marks the third location for El Gaucho's Seattle flagship. From 1953 - 1985, the original set the local standard for a fine dining steakhouse at 7th and Olive. Paul Mackay believed in the vision and brought it back in 1996 at First and Wall. Since then, new locations opened in Bellevue, Tacoma, Portland and AQUA by El Gaucho on Seattle's Pier 70. In spring 2021, El Gaucho Vancouver will open in its waterfront location in the new Hotel Indigo.

"Our new home at Union Stables is a tribute to both our El Gaucho traditions and this historic building, which has seen Seattle endure and evolve over the last 110 years," said Chad Mackay, CEO, Fire & Vine Hospitality. "The new space was designed to evoke a sense of familiarity and ritual and make it a classic for decades to come. We want our reopening to be a sign of hope for our team and community. We are proud of our shared strength and resiliency as we join together to celebrate life."

An Elegant Blend of History and Updated Refinement

The legendary Argentinian Gauchos were known as skilled horsemen, so it is fitting that the new El Gaucho home once housed 300 horses used for pulling Seattle's streetcars and fire engines. The weight-bearing wood beams retain the markings from horses brushing against and nibbling the wood, and original brick walls capture the look of an earlier era. In order to blend the past and present, all new finishes are clean, refined and selected to contrast and highlight the history and rusticity to make the restaurant feel like it has always been there. The space incorporates many of the red, blue, and yellow hues and patterns derived from the traditional outfits worn by the Gauchos. Other familiar touches include the curved upholstered bar, grand piano, large triangular booths, wide aisles to accommodate the

signature tableside service carts, an open kitchen, and beautiful wine displays. A circular fire table is a new element and provides a warm welcome and gathering place.

El Gaucho Seattle, Union Stables

- 2200 Western Ave, Seattle WA 98121 - two blocks north of Pike Place Market
- The main dining room, four private dining rooms and bar occupy 10,000 square feet.
- El Gaucho Seattle will serve dinner Tuesday - Saturday. Happy Hour and the bar program will return as safety guidelines change.
- Luxurious finishes complement the rustic original wood and brick in the historic space.
- Comfortable elegance includes cushioned seats and upholstered booths to ensure an atmosphere where conversations flourish.
- Sparkling silver, shimmering candlelight and a dramatic indoor fire table beckon when viewed through the multi-paned windows.
- Four private dining rooms will continue celebratory traditions. One features a direct view into the El Gaucho beef aging room and the live fire grill.
- The intricately carved wood and antique beveled glass front door from the original El Gaucho location was found and now serves as the entry to one of the private dining rooms. It features the words “El Gaucho” on one side and “Adios, amigos” on the reverse.
- Intricate metalwork details reflect the flickering light of the grill, tabletop candles and welcoming fire table.

Legendary El Gaucho Experience

- Guests will be reunited with familiar team members, several of whom have been with the company for 20 years or more.
- Tableside service is an El Gaucho hallmark – from Caesar Salad and Flaming Brochette to the final flambé of Bananas Foster.
- Nightly live piano will continue to be a key element of the El Gaucho experience when safety guidelines allow.
- Several of the [commissioned paintings](#) by artist Nina Mikahailenko have moved to the new location and others will find new homes in other El Gaucho locations.
- Tradition of live fire cooking continues with an amplified exhibition grilling experience.
- The menu will feature traditional steakhouse classics with thoughtful seasonal updates.
- Ongoing commitment to sourcing the best products in the world
 - 28-day dry-aged Niman Ranch All-Natural Prime Certified Angus Beef®
 - Local and organic seasonal produce
 - Sustainable seafood
 - Rare and specialty items

About Union Stables

- Union Stables is listed on the [National Register of Historic Places](#). Built in 1910, it was home to 300 horses used for pulling streetcars and fire engines. It is a rare example of a brick and heavy timber multi-story stables building and was once considered the most modern building of its kind west of the Mississippi.
- LEED Gold certified renovation in 2015 and award-winning historical preservation with efficiency upgrades including a green roof to reduce storm water flows which contributes to the overall 70% reduction in energy use.
 - Historic Seattle 2016 Preservation Award for “Best Rehabilitation”
 - NAIOP 2015 Redevelopment/Renovation of the Year
 - State of Washington 2015 State Historic Preservation Award

Safe Dining Protocols and In-home Dining Choices

The company has updated every aspect of the service experience from the valet and tableside presentations to contact free payment in order to protect guests and the team, while creating an exceptional evening where guests feel truly cared for and treated to something special. <https://www.fireandvinehospitality.com/safe-dining-overview/>

Enjoying a birthday or anniversary with a special dinner is a treasured tradition and until each of our guests feels comfortable joining us in our restaurants, we are offering special [Celebration packages](#) for elevated in-home dining for two. Celebration packages are available for \$160 with the option to add select bottles of wine. [Revelers Club](#) loyalty club members are invited to redeem their annual birthday and anniversary rewards. Each level of the free program includes both a birthday and anniversary gift ranging from \$75 for Revelers, \$125 for Revelers Prime and \$175 for Gridiron members.

Many classic dishes from each restaurant are also available to pick up and enjoy at home. Takeout orders can be placed by calling each restaurant to place an order and are available Tuesday-Saturday. Virtual wine dinners, fundraising and corporate events are also available.

About Revelers Club and Fire & Vine Hospitality

Each Revelers Club location is unique to the community it serves, and all share the following attributes.

- Service - We provide every guest with a unique, unparalleled experience. We revel in celebrating lives.
- Quality - Our mission is to source the best in the world for our guests to enjoy.
- Community - Building a strong community through financial giving and sharing time and resources is a core company value.

Revelers Club is the industry’s most generous rewards program designed to reward and honor our guest’s loyalty and provide benefits at each location in the collection, including El Gaucho

Seattle, Bellevue, Tacoma, Portland and Vancouver (opening 2021), AQUA by El Gaucho, Aperlume, Eritage Resort, Walla Walla Steak Co. and Crossbuck Brewing. Free to join, the Revelers Club shares birthday and anniversary gifts at each level of the program and members receive points for every dollar spent.

Revelers Club is managed by the Fire & Vine Hospitality team which provides operational leadership, culinary expertise and product sourcing, marketing and technology support for some of the Pacific Northwest's most iconic hotels and restaurants.

Media Contact:

Beth Herrell Silverberg
Public Relations Director

Fire & Vine Hospitality

(206) 679-5157

beth@fire-vine.com