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El Distrito Presents a Concept that Celebrates Spanish Heritage in Puerto Rico

'Barullo' Restaurant will be a part of the dining offering at El Distrito during the first quarter of 2020

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(Courtesy PRISA)

Music and gatherings among friends will be combined with succulent Spanish 'tapas', food stations and local artisan coffee at 'Barullo' Restaurant, a unique culinary proposal to celebrate Puerto Rico's Spanish heritage, that will be a part of the dining offering at El Distrito, the premier entertainment destination expected to open during the first quarter of 2020, in the Puerto Rico Convention District area.

Federico Stubbe Jr., President of PRISA Group, developer of El Distrito, explained that the gastronomic concept, as well as the design of 'Barullo' takes into consideration the most significant elements of our Spanish heritage.

"'Barullo' is a celebration of our Spanish roots. From this heritage comes the tradition of sharing with family and enjoying the company of friends, taste for tapas and enjoyment of good food, accompanied by an exquisite wine. In the development of 'Barullo' we have combined the necessary elements to create a magical place that reflects the joy and the heart-to-heart talks that distinguish us," the executive said.



While 'Barullo' celebrates our Spanish roots, it also adds the flavor of the local cuisine so visitors can enjoy the diversity of its menu, variety of drinks and a fine selection of Puerto Rican gourmet coffee. In addition, 'Barullo' will have a bakery, a tavern, live cooking station, a charcuterie, and a variety of food selections, to consume on site or to take out. Renowned Chef Juan José Cuevas, who has extensive experience, and stands out for his specialty in authentic Spanish dishes, is the author behind this unique menu.

Among Chef Cuevas's unique creations stand out the manchego croquettes with fresh tomato jam, baked clam toasts and roasted cauliflower with fresno chili pepper preserves. Other Chef delights include traditional dishes impossible to ignore in the Spanish cuisine, such as paella de campo, patatas bravas, montaditos and garlic shrimps.

With a \$4 million investment, 'Barullo' will be located on the first floor of El Distrito and will feature 6,000 square feet of entertainment and flavors with a capacity for approximately 150 diners. The restaurant will also generate 50 direct jobs.

The typical markets of Spain, as well as the shapes, textures and architecture of the picturesque small towns of the Iberian Peninsula inspired the design created by Jeffrey Beers International and Livit Design, from Spain. Indigo blue and terracotta tones, and hints of mustard and mountain green colors, recreate a warm atmosphere with cozy corners that invite visitors to talk, eat, share and celebrate life, the executive added.

'Barullo' is a business model owned by PRISA Group, conceptualized and developed by Puerto Ricans. We have put a lot of effort to make it a fun and enjoyable experience for everyone who visits us. Here you can share everything from a business breakfast, to an afternoon coffee with friends or a happy hour at the end of the day," said Abelardo Ruiz, general manager of El Distrito.

Stubbe said that in order to ensure this elite level, they have joined forces with professionals from the restaurant and food industry knowledgeable of the market and management strategies. Furthermore, they are above all, experts on how to deliver a top-notch experience. The executive explained that International Hospitality Restaurants (IHR), a division of International Hospitality Enterprises, is in charge of management of 'Barullo'. The executive explained that IHR, chaired by renowned hotel entrepreneur José "Peco" Suárez, has made a strategic alliance with PRISA Group to manage three different gastronomic and entertainment concepts in El Distrito.

"El Distrito allows IHR to manage an interesting portfolio of dining and entertainment experiences, aligned with the tastes of Puerto Ricans and visitors. 'Barullo' is the first of three concepts. In the coming months we will reveal the other experiences that have been conceptualized to offer the visitor of El Distrito a unique experience," Suárez said.

Stubbe explained that El Distrito represents a radical change for the marketing of Puerto Rico as a tourism destination, because it expands the offers in the entertainment market and diversifies the tourist attractions of the island. The focus of the local and international marketing of El Distrito is as an entertainment destination, a daily party to celebrate our culture by mixing music, flavors and emotions through authentic experiences. "El Distrito is going full steam ahead and we expect it to be in operation in the first quarter of 2020 as we are already entering its final stages of construction," Stubbe concluded.



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