

FOR IMMEDIATE RELEASE

Eddie from El Carambas, Eddie from OPA! OPA!!, Eddie from Rey de la Birria food truck is now opening ***Eddie's Rey de la Birria full service Mexican restaurant***: A Culinary Fiesta of Authentic Mexican Flavors, Exquisite Birria, Bar and Mexican Bakery in the former Prescott's location in Crossroads Center.

ROCHESTER, MN, February 1st, 2024 – Eddie's Rey de la Birria, the newest addition to Rochester's vibrant culinary scene, is set to redefine the Mexican dining experience by offering a unique fusion of traditional Birria flavors, a stylish liquor bar, and a tempting selection of fresh Mexican bakery products.

Eddie's Rey de la Birria takes pride in presenting an unparalleled Birria dining experience, showcasing the rich culinary heritage of Mexico through its meticulously crafted dishes. Birria enthusiasts and food connoisseurs alike can savor the authenticity and tradition embedded in every bite of our delectable Birria-style creations, expertly prepared by our talented cooks using time-honored recipes and premium ingredients.

The heart of Eddie's Rey de la Birria lies in its commitment to providing an inviting and lively atmosphere for guests to indulge in the true essence of Mexican cuisine. The restaurant's vibrant decor pays homage to the colorful culture of Mexico, creating a warm and welcoming ambiance for patrons to enjoy their dining experience.

In addition to the mouthwatering Birria offerings, Eddie's Rey de la Birria takes the dining experience to the next level with a fully stocked liquor bar. Guests can unwind with an impressive selection of handcrafted cocktails, featuring classic favorites and innovative concoctions that perfectly complement the bold flavors of the Birria dishes.

To sweeten the experience, Eddie's Rey de la Birria is excited to introduce a range of fresh Mexican bakery products. From sweet conchas to savory bolillos, our bakery selection is crafted with care to bring the authentic tastes of Mexico to our guests.

Eddie's Rey de la Birria invites the Rochester community to embark on a culinary journey like no other, where tradition meets innovation, and every dish tells a story of Mexican heritage.

Join us at Eddie's Rey de la Birria for an unforgettable dining experience that celebrates the soul of Mexican cuisine opening soon. Stay updated on the opening date on the website: [www.reydebirria.com](http://www.reydebirria.com)

Location: Crossroads Center  
El Rey de la Birria  
1201 S. Broadway Suite 80 (formerly Prescotts)  
Rochester, MN 55904

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**About Eddie's Rey de la Birria**

Eddie's Rey de la Birria is a premier Mexican restaurant located in the heart of Rochester. With a commitment to authenticity and innovation, the restaurant offers a diverse menu of Birria-style dishes, a stylish liquor bar, and a tempting array of fresh Mexican bakery products. Eddie's Rey de la Birria is dedicated to providing a memorable dining experience that captures the true essence of Mexican culinary traditions.