



27<sup>th</sup> July 2006

## **Tragus announces opening of the first Ortega, the new Spanish Tapas Bar and Cantina**

Tragus Limited (“Tragus”), one of the leading casual dining groups in the UK, is pleased to announce the opening of its first Ortega restaurant, the new Spanish Tapas Bar and Cantina.

The first Ortega opened on 4<sup>th</sup> July in Harlow, Essex and provides a stylish and relaxed atmosphere, capturing the spirit and essence of a night out in a Spanish city. Aimed at the 25-44yr old market, Ortega offers a wide variety of typically Spanish tapas and paellas as well as grill dishes to provide a broad dining experience. The extensive bar offering features a wide selection of Spanish drinks such as Spanish beers, sangrias, cava and typical Spanish wines.

Whilst Tragus developed the Ortega brand to complement its core brands, Café Rouge and Bella Italia, the Spanish tapas bar cantina provides an entirely different atmosphere and décor. The spirit of Spain has inspired Ortega’s design and the cantina has been decorated specifically to embody the atmosphere of the country.

Further Ortega restaurants are planned over the coming year.

Graham Turner, CEO of Tragus, said: “We are very pleased to have opened the doors at our first Ortega. We see considerable potential for the Spanish Tapas Bar and Cantina brand throughout the UK and look forward to our customers enjoying the Ortega experience in a stylish and fun Spanish setting.”

### **Enquiries**

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### **Notes to Editors**

Tragus Limited (Tragus) is one of the largest mid-market restaurant chain operators in the UK, with over 160 sites across the country serving over 12 million meals every year. Tragus operates primarily under the Café Rouge and Bella Italia formats in the UK.

## **Ortega**

Tragus announced the launch of its Spanish themed Ortega brand in April 2006. The Group has conducted much research into the Ortega concept and believes it provides a complimentary offering to the Group's existing brands, Café Rouge and Bella Italia. Ortega is a Spanish family name and embodies the heritage of Spain along with the more contemporary design environment of modern Spain. The Spanish tapas style of dining is a sector of the UK casual dining market that Tragus believes has significant growth potential.

### **Spanish dining**

The name paella is the word for "frying pan" in Valencian (from Latin patella). However, the dish has become so popular in Spain that the word paellera is now usually used for the pan and paella almost exclusively for the dish.

Tapa means "cover" in Spanish. There are several explanations for the origin of 'tapa'. A commonly cited one is that an item, frequently bread, would often be placed on top of a drink to protect it from fruit flies; at some point it became a habit to top this 'cover' with a snack.

In Spanish slang, chorizo also means "thief", from Caló chorar ('to steal').

Spain is the third largest producer of wine in the world, the largest two being France and Italy. The best known Spanish wine is probably sherry, which is produced in Jerez.

Cava means a sparkling wine made in the Champagne method. It is not strictly speaking a region. The first such wine was made in 1872. Over time it became the most successful sparkling wine outside of Champagne and today has a following all around the world.