

**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT:**

Joy Puder

Konnect Agency

[fogodechao@konnectagency.com](mailto:fogodechao@konnectagency.com)

# FOGO DE CHÃO®

## **FOGO DE CHÃO OPENS FOURTH HOUSTON AREA LOCATION IN CYPRESS**

*Leading Restaurant Brand Debuts its Newest Location in Cypress with a Community Commitment*

**HOUSTON (Dec. 4, 2024)** [Fogo de Chão](#), the internationally-renowned restaurant from Brazil known for its elevated churrasco dining experience, opens its newest restaurant in Cypress, Texas on Monday, December 9. The new restaurant is located at 19820 Northwest Freeway in the Crossroads neighborhood, home to premier residences, shops, offices and dining options. The Cypress restaurant is the fourth location in the Houston area joining other restaurants in Friendswood, Houston Westheimer, and The Woodlands. As part of their introduction to the community, Fogo will donate 10% its first week of sales to the [Houston Food Bank](#), an organization that provides food for better lives in 18 counties in southeast Texas through its 1,500 community partners.

Designed in partnership with global design agency [Harrison](#), the new restaurant features an expansive dining room centered around an open churrasco grill, offering guests a 360-degree view of gaúcho chefs demonstrating the Culinary Art of Churrasco by butchering, hand carving, and grilling high-quality cuts of protein, creating a craveable salty bark. The Cypress restaurant also showcases a seasonal Market Table, dry-aged meat lockers for in-house aging, a lively indoor Bar Fogo area ideal for all-day happy hour, and private dining spaces available for guests to reserve for any occasion.

“We look forward to opening in Cypress and bringing the Culinary Art of Churrasco to Fogo fans and new guests seeking an unforgettable dining experience,” said Barry McGowan, Chief Executive Officer of Fogo de Chão. “At Fogo, we’ve always focused on feeding our guests and communities and we’ve been fortunate to be a part of the Houston community for the past 25 years. That’s why we’re excited to collaborate with the Houston Food Bank to continue to provide hunger relief to those in need in the Houston area.”

Leading the Cypress team is General Manager Mari Chacon, a 5 year veteran of Fogo who most recently served as a leading General Manager in the Los Angeles area. Mari and her team look forward to becoming part of the Cypress community and providing over 100 local jobs for talented individuals committed to delivering an exceptional experience to all guests.

Fire-roasted cuts, the core of Fogo's experience, include guest favorites such as Bone-In Ribeye, Lamb Chops, and the house specialty, Picanha —the prime part of the top sirloin. Fogo Houston Cypress offers a range of menu selections and prices to fit guests' needs for lunch and dinner, including:

- **Full Churrasco Experience** – The signature prix-fixe menu selection that includes all premium and classic cuts, plus the fresh and seasonal Market Table & Feijoada Bar and authentic Brazilian side dishes.
- **One Churrasco Cut Experience** – For a lighter meal, dinner guests can opt for continuous service of one fire-roasted cut in addition to the Market Table and Brazilian side dishes for \$xx/person.
- **Weekday Lunch** – Includes the seasonal Market Table & Feijoada Bar, plus family-style service of Brazilian side dishes for \$18 per person. Guests may choose to add a single cut of fire-roasted meat or have the Full Churrasco Experience.
- **Weekend Brazilian Brunch** – Includes the Full Churrasco Experience combined with Brazilian-inspired brunch items like Braised Beef Rib Hash and made-to-order waffle and omelet stations.

In addition to these options, the menu also includes the following:

- **Indulgent Cuts** – Guests can enhance their experience with a 20 oz. Wagyu New York Strip that is carved tableside on a Himalayan salt block to complement the cut's intense marbling and buttery texture. A decadent, dry-aged 32 oz. Long Bone Tomahawk Ribeye or 24 oz. Wagyu Ribeye is also available to order for the table.
- **All-Day Happy Hour** - Guests can enjoy \$10 Brazilian-inspired cocktails, \$8 glasses of South American wines, and \$5 Beer all-day every day, in the dining room, patio and bar. Additionally, all bottles of South American wines under \$130 are half priced all day every day.
- **Bar Fogo** – The Houston Cypress bar offers an elevated experience with a warm, timeless design and dedicated bar staff designed to allow guests to linger while enjoying smaller, shareable plates like a \$10 Picanha Burger or Lobster & Shrimp Tacos.
- **Inclusive Menu Options** — Guests can discover options for all dietary tribes from vegan to pescatarian and more. These nutrient-dense dishes include entrée alternatives to the Churrasco experience like Chilean Sea Bass, Seared Tofu & Black Bean Pasta and Cauliflower Steak, or shareable seafood options like a jumbo shrimp cocktail to blistered Whole Fresh Fish.
- **Fogo To-Go & Catering** — Bring the Fogo experience home with individual churrasco entrees, *à la carte* offerings, full-service catered events with on-site grilling and ready-to-eat or ready-to-grill options.
- **Group and Private Dining** — Whether celebrating a special birthday or hosting a corporate meeting, the Houston Cypress location has a dedicated sales manager and offers customizable menus, beautiful private and semi-private dining spaces, and complimentary A/V equipment.

A dining experience for all ages, children six and under enjoy complimentary dining at Fogo Houston Cypress, and ages seven to twelve dine at half-price for the Full Churrasco Experience.

### **About Fogo de Chão**

Fogo de Chão (fogo-dee-shown) is an internationally renowned restaurant from Brazil that elevates the culinary art of churrasco – the art of roasting high-quality cuts of meat over an open flame – into a cultural dining experience. Fogo is famed for its prix fixe Full Churrasco Experience that offers a continuous selection of premium cuts butchered daily by gaúcho chefs, simply seasoned and grilled to create a craveable salty bark, then carved tableside. The naturally gluten-free-Market Table offers a selection of seasonal salads, charcuterie, exotic fruit, superfoods and more. From celebratory to everyday occasions, Fogo provides selections for every daypart, including All-Day Happy Hour at Bar Fogo, Weekday Lunch, Dinner, and Weekend Brazilian Brunch. Guests can enhance their experience with offerings ranging from a shareable Wagyu New York Strip, South American wines, and more. For locations and to book a reservation to experience the fire of Fogo, visit [fogo.com](http://fogo.com).



*Fogo opens its fourth Houston-area restaurant in Cypress. [Fogo.com](http://Fogo.com)*



*Fogo de Chão's new Cypress restaurant will feature an expansive dining room and an open churrasco grill. [Fogo.com](https://www.fogo.com)*



*Fogo's guests are served simply-seasoned cuts that are butchered, fire-roasted with a salty bark, and carved tableside by Gaucho Chefs. [Fogo.com](https://www.fogo.com)*





Guests can enhance their experience with a 20 oz. Wagyu New York Strip, renowned for intense marbling and buttery texture. [Fogo.com](https://www.fogo.com)



Guests can enjoy All-Day Happy Hour every day at the Houston Cypress location in the dining room, patio and Bar Fogo areas. [Fogo.com](https://www.fogo.com)



*Seafood options will be available à la carte including a Seafood Tower with jumbo shrimp, lobster, crab and more. [Fogo.com](http://Fogo.com)*