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Fried, Fun and Free (If Your Name is Matt)

Taqueria in Houston Heights Offers Free French Fry-Filled Burrito to Los Mateos

HOUSTON —Taquerias Arandas is rolling out the welcome mat for its newest menu item — literally.

To celebrate the release of the “El Mateo,” burrito, Houston-based Taquerias Arandas is offering a free “El Mateo,” all day Oct. 6, to anyone whose first or middle or last name is Matt, Mattie, Mateo or any derivation of “Matthew.”

The El Mateo burrito is available exclusively at the Taquerias Arandas in the Heights, located at 920 North Shepherd, Houston, Texas.

“My friend Matt was the one who suggested I start selling a giant burrito stuffed with French fries, so naturally I named it after him,” said Judy Camarena, President of Arandas Franchises. “Matt is a free-spirit — a real character— and ‘El Mateo Day’ is just a fun way to give back to our customers.”

With 7 ounces of meat, and a heaping helping of French fries on a tortilla, El Mateo is a perfect lunchtime companion and can also help you recover from one too many margaritas the night before.

Known for its authentic Mexican flavors, sizzling fajitas and 100 percent U.S.-raised beef, Taquerias Arandas tailors each franchise to the surrounding community, offering menu items and atmosphere to reflect its surroundings.

El Mateo, with its unconventional ingredients and quirky, sombrero-wearing mascot, is the perfect fit for the eclectic Houston Heights community.

The burrito is a lot like its namesake. The real “El Mateo” is goofy, kind of over-the-top and a little bit cheesy. Matt is always playing out or planning his next gimmicky joke.

“The El Mateo is about having fun with your food and not taking things too seriously,” Camarena said. “And who doesn’t love French fries?”

About Arandas Franchises

Arandas Franchise began more than 30 years ago with a single taqueria location. Today, the Houston-based franchise operates more than 25 taquerias, five bakeries and two seafood restaurants. The restaurants are known for their authentic Mexican dishes and fresh, high-quality ingredients.

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