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FOGO DE CHÃO

FOGO DE CHÃO OPENS FOURTH LOS ANGELES AREA LOCATION IN PASADENA

Leading Restaurant From Brazil Debuts Its Newest Location In Pasadena with a Benefit for Pasadena Tournament of Roses Association

PASADENA, CA (September 20, 2022) – [Fogo de Chão](#), the internationally-acclaimed restaurant brand that allows guests to make culinary discoveries at every turn, is now open at 234 E. Colorado Blvd next to upscale outdoor mall, The Paseo. A portion of the first week's sales will be donated to the Pasadena Tournament of Roses Association, which supports non-profit organizations in the Pasadena area, funding sports and recreation activities, visual and performing arts and education programs. Giving back to the community is part of Fogo de Chão's mission, and the local team is looking forward to making its entrance to Pasadena and continue its commitment to serving the community.

The new restaurant is in the Historic Pasadena Bank Tower, only a block from Old Pasadena. The Pasadena location features an expansive dining room centered around an open-air churrasco grill where guests can dine while watching gaucho chefs demonstrate the culinary art of churrasco as they butcher, prepare and grill different cuts of protein over an open flame. The Pasadena restaurant also showcases soaring wine cases, a white Carrara marble Market Table, dry-aged meat lockers for in-house aging, two private dining rooms and a lively indoor Bar Fogo area, ideal for all-day happy hour.

"For over 43 years, Fogo has made a name in providing authentic Brazilian hospitality and creating incredible experiences for our guests from Brazil to the US and all over the world," said Barry McGowan, Chief Executive Officer of Fogo de Chão. "We've had a strong affinity for the Los Angeles market in our 20-year history and we look forward to expanding our Southern California footprint with our grand opening in Pasadena, giving the local community an exclusive look at what's next at Fogo."

Simply seasoned, fire-roasted proteins are the core of the churrasco dining experience, where guests can discover a variety of flavors ranging from premium filet mignon to bone-in cowboy ribeye, decadent beef ribs and lamb chops; and house specialties like picanha (prime cut of the top sirloin) and fraldinha (bottom sirloin with strong marbling for robust flavor). Fogo Pasadena 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 includes all premium and classic cuts, plus the fresh and seasonal Market Table & Feijoada Bar and authentic Brazilian side dishes.
- **Indulgent Cuts:** Guests can enhance their experience with the 20 oz. Wagyu New York Strip, which is carved tableside on a Himalayan salt block to complement the cut's intense marbling and buttery texture. The decadent, dry-aged 32 oz. Long Bone Tomahawk Ribeye and 24 oz. Wagyu Ribeye are also available to order for the table.

In addition to these options, the menu also includes:

- **Weekday Lunch:** Includes the seasonal Market Table & Feijoada Bar, plus family-style service of Brazilian side dishes for \$15 per person. Guests may choose to add a single cut of fire-roasted protein 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 along with made-to-order omelet and waffle stations.
- **Bar Fogo:** The Pasadena location offers an elevated experience with a contemporary bar area, and dedicated staff designed to allow guests to linger and discover small plates like \$9 Picanha Burger or Lobster & Shrimp Tacos, plus churrasco meat boards.
- **All-Day Happy Hour:** Guests can enjoy all-day happy hour every day in the main dining room, patio and Bar Fogo area featuring \$9 Brazilian-inspired cocktails, \$7 glasses of South American wines, \$5 beers.
- **Seafood:** Brazilian-inspired seafood options are available à la carte, including Chilean Sea Bass and a Seafood Tower.
- **Fogo To-Go & Catering:** Bring the Fogo experience home with individual churrasco entrées, à la carte offerings, catered events and ready-to-eat or ready-to-grill options.
- **Group and Private Dining:** Whether celebrating a special birthday or hosting a corporate meeting, Fogo's Pasadena location has a dedicated sales manager and offers customizable menus, beautiful private and semi-private dining spaces and complimentary A/V equipment.
- **Holiday Hours** – For special gatherings all season long, Fogo de Chão offers an array of in-restaurant, private dining packages and catering options perfect for every size and occasion. Available for pick-up or delivery, all catering orders are hot and ready to serve upon arrival, making it easy to focus on friends, family and colleagues during holiday celebrations. 2022 holiday hours at Fogo de Chão are as follows:
 - Thanksgiving Day: 11:00 a.m. – 9:00 p.m.
 - Christmas Eve: 11:00 a.m. – 9:30 p.m.
 - Christmas Day: 11:00 a.m. – 9:00 p.m.
 - New Year's Eve: 11:00 a.m. – 11:00 p.m.
 - New Year's Day: 11:00 a.m. – 10:30 p.m.

A dining experience for all ages, children six and under enjoy complimentary dining at Fogo Pasadena, and ages seven-12 dine at half-price for the Full Churrasco Experience. For more information, visit <https://fogodechao.com/location/pasadena> or call [626.556.9222](tel:626.556.9222)

About Fogo de Chão

Fogo de Chão (fogo-dee-shown) is an internationally renowned restaurant that allows guests to discover what's next at every turn. Founded in Southern Brazil in 1979, Fogo elevates the centuries-old cooking technique of churrasco – the art of roasting high-quality cuts of meat over an open flame – into a cultural dining experience of discovery. In addition to its Market Table and Feijoada Bar – which includes seasonal salads and soup, fresh vegetables, imported charcuterie and more – guests are served simply-seasoned meats that are butchered, fire-roasted and carved tableside by gaucho chefs. Guests can also indulge in dry-aged or premium Wagyu cuts, seafood à la carte, Bar Fogo Features including signature cocktails, and an award-winning South American wine list, as well as smaller, sharable plates in Bar Fogo. Fogo offers differentiated menus for all dayparts including lunch, dinner, weekend brunch and group dining, plus full-service catering and contactless takeout and delivery options.

For more information on Fogo de Chão or to make a reservation, please visit [Fogo.com](https://fogo.com). For images, logos and other media assets, please visit the [Fogo Newsroom](#).

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Fogo opens its 4th Los Angeles location in Pasadena on Colorado Boulevard. [Fogo.com](https://fogo.com)



Fogo de Chão's reimagined design offers a timeless, warm atmosphere. An open-air churrasco grill is anchored in the heart of the dining room for guests to watch Gaucho Chefs demonstrate the culinary art of churrasco. [Fogo.com](https://fogo.com)



Fogo's Gaucho Chefs practice the culinary art of Churrasco- butchering, preparing and fire-roasting different cuts of meat over an open flame. [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 small plates like Lobster & Shrimp Tacos, Churrasco meat boards or the house-ground Picanha Burger at Bar Fogo. Fogo.com



Brazilian-inspired seafood options are available à la carte including a Seafood Tower with jumbo shrimp, lobster and more. Fogo.com