



**For Immediate Release**  
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## **CilantroMex Celebrates Grand Opening and First Restaurant in New York State at Destiny USA**

**Syracuse, NY-** [CilantroMex™](#) celebrates its grand opening at [Destiny USA](#) this week on Wednesday, December 16. It is the first restaurant in New York State for the expanding CilantroMex brand, which originated in Rhode Island and is swiftly expanding throughout the states of New York and Massachusetts. As part of the grand opening, all guests will receive 10% off all orders for the entire day.

The opening of CilantroMex at Destiny USA is just the beginning of additional plans for more CilantroMex restaurants in the New York region. As New York's largest shopping, dining and entertainment destination, Destiny USA welcomes 25 million visitors annually. CilantroMex CEO Don Jones has worked with the Pyramid Management Group, LLC on numerous ventures over the years and nothing seemed more promising than to launch the brand's national platform in Destiny USA. CilantroMex is anticipating being visited by over 300,000 guests annually, from both the United States and Canada.

CilantroMex is thrilled to work with a talented team of Architects, Contractors, and Designers to make this vision a reality. Phaze Zero Design, All Wall Builders, Gerharz Equipment and INNOVEX have all been a tremendous help and instrumental to the CilantroMex team as it moves forward in transforming the fast-casual restaurant scene.

The new restaurant is located on Destiny USA's second floor of the Canyon directly outside of the pedestrian bridge. The CilantroMex restaurant is pursuing Leadership in Energy & Environmental Design certification. The LEED program ensures buildings are designed and constructed using clean energy.

CilantroMex is committed to be an asset to each and every community they enter, and Syracuse is no exception. Customers and mall guests are urged to participate in CilantroMex's monthly charitable events including its company-wide Toys for Tots campaign this holiday season.

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**Destiny USA** is a 2.4 million square foot tourist destination in Syracuse, NY that includes a strong mix of luxury outlet tenants, restaurants and entertainment. New brands are continuing to open to create a unique and dynamic consumer shopping experience. A stunning three-story glass atrium provides perfect weather year

round. Oxford Economics has projected an annual visitation rate of over 25 million visitors from throughout the U.S. and Canada. Destiny USA is expected to be the second most visited shopping center in the country, according to Travel and Leisure magazine. It is the largest LEED® Gold certified retail commercial building in the world.