



## TO JOIN THE CULINARY LINEUP AT THE NEW BEVERLY CENTER

**MARCH 5, 2017 - LOS ANGELES, CA** - The Madera Group, the LA-based hospitality company owned and operated by Tosh Berman and Amrou Manaseer, announced today, that its fresh-casual restaurant chain, [Tocaya Organica](#), will join the new culinary lineup at the newly reimagined Beverly Center. Serving Modern Organic Mexican cuisine using locally-sourced organic ingredients, Tocaya Organica will be located on the street level of Beverly Center, off of the new 3<sup>rd</sup> Street Valet. The 4,000 square-foot location will feature the restaurant's signature elevated design incorporating wood, stone and natural fabrics and will offer indoor and outdoor patio seating as well as an open kitchen.

“At Tocaya Organica, we are committed to better eating and using only high-quality ingredients. We are thrilled to be expanding our reach with our new Beverly Center location, and to be joining what is poised to be LA’s newest dining destination,” said Tosh Berman, CEO and co-founder of The Madera Group.

Tocaya Organica’s versatile menu takes a unique vegan-first approach to their salads, tacos, bowls and burritos, while giving non-vegans the ability to opt in with their choice of grass-fed meat, free-range chicken, and fish that is fresh, never frozen.

Tocaya Organica includes locations in Venice, West Hollywood, Santa Monica and Playa Vista. The Madera Group’s expansion plan will include 16 locations by 2018 throughout Southern California and beyond including a Century City and San Diego location opening this spring.

### ABOUT TOCAYA ORGANICA

Tocaya Organica was founded in Venice, CA in 2016 with a mission for better eating. The fresh casual restaurant serves Modern Organic Mexican cuisine with a chef-driven menu committed to sustainability and using locally-sourced organic ingredients. Tocaya Organica caters to a variety of dietary preferences including vegan, vegetarian and gluten-free, and uses sustainable fish and meats that are free of hormones, steroids and antibiotics. Tocaya Organica is open daily for lunch and dinner. The restaurant includes locations in Venice, West Hollywood, Santa Monica and Playa Vista with a Century City and San Diego, CA location opening this spring. The Madera Group’s expansion plan will include 16 locations by 2018. For more information, please visit: [www.tocayaorganica.com](http://www.tocayaorganica.com) or follow @tocayaorganica on Instagram, Facebook and Twitter.

### ABOUT THE MADERA GROUP

Founded in 2013 by visionary entrepreneurs Tosh Berman and Amrou Manaseer, The Madera Group sets the new standard in lifestyle hospitality and sustainable dining. Comprised of a team of creators, innovators and developers, The Madera Group is dedicated to the evolution of hospitality. Currently, The Madera Group develops, owns and operates a collection of leading restaurant venues, including Toca Madera and Tocaya Organica. The Madera Group’s strategic

expansion will include an additional 40 venues opening throughout the U.S. and abroad. For more information, please visit [www.themaderagroup.com](http://www.themaderagroup.com).

### **ABOUT BEVERLY CENTER**

Beverly Center is Southern California's premier fashion destination with more than 100 specialty boutiques reflecting the diverse styles and tastes of Los Angeles, including a paramount portfolio of luxury retailers such as Burberry, Dolce & Gabbana, Fendi, Gucci, Louis Vuitton, Prada, Saint Laurent and Salvatore Ferragamo. The Center is anchored by Bloomingdale's and Macy's. The unique assortment of point-of-difference stores like COS, Henri Bendel and Traffic, paired with the expanded fast fashion collection comprised of Uniqlo, H&M and XXI Forever and contemporary brands Halston Heritage, Sandro and Maje make Beverly Center the ultimate shopping experience. For more information visit [www.beverlycenter.com](http://www.beverlycenter.com) or follow @beverlycenter on social media channels.