



September 3 - For Immediate Release

El Jefe's Taqueria Opens 6th Restaurant Location in New Brunswick, NJ in the Yard at 97 Hamilton Street

*Our mission to "Free the Guac" continues; at El Jefe's, Extras are Never Extra!
Open 8 am - 4 am for Breakfast, Lunch, Dinner and Late Nite -7 Days a Week*

On Thursday September 2nd El Jefe's Taqueria opened its new restaurant in the heart of New Brunswick at Rutgers University in the Yard. [Click here to see our full menu.](#)

This is the fourth El Jefe's Taqueria to open since the pandemic started with 2 additional locations in the works to open in 2022 on Commonwealth Ave. at Boston University in Boston, and in between University of Pittsburgh and Carnegie Mellon University in Pittsburgh. We also accept the RU Express Student card for payment.

"We are proud to announce that El Jefe's Taqueria will also be operating two concession stands in SHI Stadium at all 6 Rutgers University home football games, starting Saturday when the Scarlet Knights take on Temple," said owner and founder John Schall. "While the menu will be limited at the stadium, we will still have plenty of tacos, burrito bowls, nachos and guac for everyone!"

WHO IS EL JEFE:

El Jefe's Taqueria is a fast casual restaurant with fresh, authentic Mexican street food without all the upcharges: **"Extras Aren't Extra and We've Freed the Guac!"** says owner and operator **John Schall of Cambridge, MA.**

Taking inspiration from his hometown street vendors, the mythical "El Jefe" transports his hungry customers south of the border with tacos and burritos assembled to order on the open cook line.

Prices are one flat fee for burritos, tacos or burrito bowls with no expensive upcharges for guacamole, queso, steak, shrimp or any of our other menu choices. Customers choose the heat at the Picante Station featuring 50 different hot sauces from across the country and around the globe.

NEW LOCATION:

97 Hamilton Street in the Yard, New Brunswick, NJ 08901
Hours of Operation: 8 am to 4 am
Breakfast menu: 8 am to 11am
Lunch and Dinner menu: 11am till 4 am
OPEN LATE-NIGHT TIL 4AM - 7 DAYS A WEEK

MENU: El Jefe is also an honorable man and believes in 'freeing the "guac"... and the roasted veggies, and plantains and queso - "freeing" all the add ons – ***that means extras are never extra.*** [Click here to see our full menu.](#)

Come in and try El Jefe's shrimp, fish, chicken, steak, carnitas or al pastor burritos (load it up with all the extras) for only \$9.25- one price - full stop. Try warm corn tortilla tacos \$3.50 each or 3/\$9.25 and burritos bowls for just \$9.50.

Other menu highlights: chimichangas, homemade chicken tortilla soup, a spicy Mexican Chili, fresh chips and salsa, queso and guac, and finish up sweet with homemade Mexican flan or fresh hot churros for dessert!

El Jefe's also serves a delicious huevos rancheros, and regular American breakfast with homemade sausage patties or bacon, eggs to order, home fries, French Toast. We also have breakfast burritos and breakfast egg sandwiches for those on the go.

SEATING: 52 seats indoor and two outdoor courtyard areas in the Yard.

PICK UP: Yes. Order pickup at www.eljefestaqueria.com/new-brunswick

DELIVERY: Yes. Order delivery at www.eljefestaqueria.com/new-brunswick

CATERING: Yes. Email catering@ElJefesTaqueria.com or call 732-875-3718

CREDIT CARDS: RU EXPRESS STUDENT CARDS, all other major credit cards accepted and cash

PARKING: Street parking

PHONE: 732-875-3718

WEBSITE: www.ElJefesTaqueria.com

SOCIAL MEDIA: Instagram: www.instagram.com/eateljefes
Twitter: www.twitter.com/eateljefes
Facebook: www.facebook.com/eateljefes

CONTACT: Justin Schall
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EXISTING LOCATIONS:

Harvard Square at Harvard University:
83 Mt. Auburn St., Cambridge, MA. Open 8am-4am.

Boston Common at Emerson University:
80 Boylston St., Boston MA. Open 8am-Midnight.

Symphony at Northeastern University
269 Huntington Ave, Boston MA 02115 Open 8am-2am

Bethlehem at Lehigh University:
506 East 3rd St. Bethlehem, PA 18015. Open 8am-3am.

State College at Penn State University:
352 E. Calder Way, State College PA 16801. Open 8am-4am.