

It's Taco Time for Restaurateur Danny Meyer

New York City restaurateur goes Mexican in his latest venture, Tacocina in Brooklyn

CHARLES PASSY – June 6, 2018



Over the years, New York City restaurateur Danny Meyer has showcased all manner of cuisines. But Mr. Meyer, 60 years old, has yet to fully embrace Mexican food — and, more specifically, the taco.

That will change Sunday when Mr. Meyer's Union Square Hospitality Group opens Tacocina, at Domino Park, a 6-acre waterfront green space in Brooklyn's Williamsburg neighborhood that is also set to open that day.

This latest foray brings to mind another of Mr. Meyer's efforts: Shake Shack, the fast-casual burger spot that Mr. Meyer launched in 2004. Shake Shack has since grown into a global chain.

Tacocina's opening comes at a busy time for the company, which is also set to debut a high-end

dining spot, Manhatta, in the Financial District this summer.

Mr. Meyer said his approach for Tacocina focuses on authenticity — his chef, Barbara Garcia, was raised in Mexico — rather than on putting global fusion-style tweaks on the classic dish.

Arlene Spiegel, a New York-based restaurant consultant, is bullish on Mr. Meyer's chances with Tacocina, noting that Union Square Hospitality Group has a strong track record in developing new concepts and partnering with developers. "They make good deals," said Ms. Spiegel, who hasn't done consulting work for Mr. Meyer.

"If these tacos start to resonate, why wouldn't he look to expand?" she said. ●