

L Catterton buys Uncle Julio's

October 11, 2017 By [Luisa Beltran](#)

L Catterton has acquired **Uncle Julio's**. Financial terms weren't announced. **J.H. Whitney & Co LLC** is the seller. Uncle Julio's, of Dallas, is a Mexican restaurant chain. J.H. Whitney invested in Uncle Julio's in 2011.

PRESS RELEASE

DALLAS and GREENWICH, Conn., October 11, 2017 – L Catterton, the largest and most global consumer-focused private equity firm in the world, today announced that it has acquired Uncle Julio's, a leading polished casual Mexican restaurant. Terms of the transaction were not disclosed.

Founded in 1986 in Dallas, Texas, Uncle Julio's is an upscale Mexican concept known for its made-from-scratch menu, offering the highest-quality Mexican food and fresh, handcrafted margaritas. Uncle Julio's offers a unique and authentic dining experience built around original recipes served in a warm, welcoming atmosphere. Uncle Julio's has a history of high average unit volumes (AUVs) and consistent performance across the U.S. and, with the support of L Catterton, plans to open new units in both existing and new markets.

"We are impressed by L Catterton's unparalleled experience growing leading restaurant brands and deep understanding of consumer food and beverage trends and are excited to partner with their dedicated team," said Tom Vogel, President and Chief Executive Officer of Uncle Julio's. "L Catterton appreciates our commitment to providing our guests with high-quality, made-from-scratch Mexican food and exceptional customer service. Ultimately, L Catterton's willingness to invest in the long-term success of our brand and their alignment with our values makes them the perfect fit to help us execute our growth strategy."

"Uncle Julio's is a unique and authentic upscale dining experience with an on-trend brand and broad consumer appeal," said Andrew C. Taub, a Managing Partner in L Catterton's Buyout Fund. "Uncle Julio's is a leader in the growing polished casual Mexican restaurant space, and its differentiated concept resonates across a variety of occasions and demographics. We are delighted to partner with Tom and the company's talented management team to accelerate their expansion."

L Catterton has significant experience investing globally in restaurants. Current and past investments include Hopdoddy, P.F. Chang's, Anthony's Coal Fired Pizza, Chopt Creative Salad Company, Cheddar's Scratch Kitchen, PIADA, First Watch and Velvet Taco.

About Uncle Julio's

Uncle Julio's is a polished casual Mexican restaurant concept that provides customers unique offerings from its made-from-scratch menu. Founded in Dallas, Texas in 1986, Uncle Julio's operates 29 restaurants across seven states including Texas, Virginia, Maryland, Illinois, Florida, Georgia, and Tennessee. For more information, please visit www.unclejulios.com.