

# AmiGos

Mexican Cafe

Spring 2009



Wanakas Home of Hot Mexican & Cool Margaritas



MARGARITA  
MONDAYS!

SAVE at least

**\$30.00!!!**

2 for 1 deal on  
ALL CARAFES of  
MARGARITA,  
DAIQUIRI and SANGRIA



Excludes other promotions.



HOLA AMIGOS! It's been a few months since we put a newsletter out... The joys of winter & a restaurant that's packed to capacity most of the time... it's hard to find the hours in a day! Things have definitely calmed down a bit now that August & the winter games/university games are all done & dusted, although with the school holidays just around the corner, this next couple of weeks might be a good opportunity to come up for a peaceful night out before it kicks off again.

We now have over 2000 (!!)

guestlist members, over about 750 households, which is amazing, but it also means that the printing/postage costs of sending out so many letters is getting right up there in the stratosphere, & so we'll be restricting ourselves to 4 a year from now on, but moving into a regular email format for announcing short term promotions & news.

If we have your email address then you can look forward to an introductory offer in your inbox very soon, & if we don't, drop us a line:



info@amigoscafe.co.nz  
443 7872



Questions we get asked...

## “HOW DO RESTAURANTS SET THEIR PRICES?”

Aiy Caramba, here's a thorny one! There's loads of theories, & a bit of maths, from the simple "it costs 'x' to make the dish, so we sell it for '3x', right through to sophisticated 'Menu Engineering' software, that automatically gives a price based on things like item popularity & menu placement. If you're curious about how we do it... read on AmiGo...!

We use a few very important numbers, & some pretty straightforward maths. We add together what our rent/power/wages/insurances/replacement costs/improvements... all those expenses we have before we get to cook a meal, & divide that by the number of guests we expect to host in the calendar year. That tells us how much we need to make per place setting to cover our obligations, to which we add the cost of the ingredients of the menu item, & there's the area that we need to price the dish at.

See [www.resortsoftware.com](http://www.resortsoftware.com) if you'd like to look at some of the engineering software we use... clever clever stuff!



**Hey Senoritas, we now make STRAWBERRY MARGARITAS! Ripe strawberries blended up with Silver Tequila & fruit liqueurs, by the Glass or Carafe.**

**Back on the Menu...Small Nachos...** One of the things we've heard is that many of you wanted the small nachos back... and so they are... thanks for telling us!

## NEW SPRING MENU



It's been 3 months now since we took the plunge & expanded the menu to make better use of our new kitchen, & since then we've been listening to all the feedback and reading all the comment cards that you guys leave us (thank you, we really appreciate you taking the time to do this, it helps a great deal!)

What we've been regularly told is that the meals are huge, the 'Cajun Chicken', 'Snapper Vera Cruz', & 'Prawn Fajitas' are awesome (!), & the steaks are consistently fantastic. Also that the classics like 'Burritos', 'Enchiladas' & 'Chilli Colorado' are as popular as ever... & bring back small nachos!

So, we've taken the comments on board & made just a few 'tweaks' here & there, like Small or Large options for many of the meals, and a re-working of our set price combo options that lowers the price for some of the most popular items when groups of you come to visit.

**Base Staff Doo. AMAZING. Woop Woop!- BASE Wanaka**

**“Most people who have had a bad experience with tequila, have had an experience with bad tequila!”**

Our  
Guarantee  
To You ...

"Everything's  
Fresh,  
Everything's Delicious!"



We didn't make that up Amigos, it came directly from a guest on one of our comment cards, along with some lovely comments about Nicki's hospitality. But as soon as we read it, we knew it just 'summed up' what we strive for, & adopted it as **Our Guarantee to You...** If anything we bring out to you is **NOT Fresh & Delicious**, there's no charge, a sincere apology, plus dining vouchers to come back another day to check up on us amigos!

In other words, if we don't get it right, we **WILL** make it right, "That's Guaranteed Amigos!"

### UPDATE ON OUR CORN FED & FREE RANGE CHICKEN COMMITMENT.

Well, talk about a challenge, getting hold of enough of each cut for the various recipes... the good news is that we've been able to rise to it with the help of our hard working suppliers! We now use exclusively 'Rangitikei Game Birds' Free Range chooks, & do the butchering ourselves. (Butchering was an apt term too for a while there... Waz has got much better at deboning chickens in the last couple of months!) We're really proud of this move, & it's here to stay!

**HERE'S A GIFT YOU'LL LOOK  
FORWARD TO RETURNING...  
BUT NO PEEKING !!**



**YOUR FREE GIFT IS INSIDE, But NO PEEKING Amigos!**

\* Come up for another Mexican Feast before the date shown, bringing this UNOPENED envelope with you, & you will win one of these great prizes...every envelope is a winner!

*Your envelope contains one of these fantastic prizes...but No Peeking!*

\*Free Main Meal to \$27.50  
\*Free \$30.00 Jug Margarita  
\*Free Desserts for your table  
\*\$20, \$50, \$100 or  
\$200 of gift vouchers.  
*(Prizes are valid for dine-in only)*

Remember, **DON'T OPEN** this at home Amigos, you need to bring it back unopened to claim your prize  
One envelope per visit per table please!  
Just hand it to your server once seated...



**They're BACK!**  
**Our fun red envelopes,  
EVERY ENVELOPE  
CONTAINS A PRIZE!**

All through Oct./Nov. we're giving away envelopes to take home...inside the envelopes are prizes. It might be a free Margarita or Brewski, it could be as much as \$200!

To find out what you've won, you'll have to come back another day & open the envelope in front of your server...

Last time we gave away nearly \$3000 in prizes so don't miss out, every envelope has a prize value of **AT LEAST \$10**, & as much as \$200 is in several of them.



**BUT REMEMBER...  
NO PEEKING!**

**Really really nice! We've felt good since coming in, and we're definitely coming back! Cheers from Queenstown.**

# COMIDAS (MAINS) ALL AVAILABLE TO GO.

## TORTILLA WRAPS

CAJUN CHICKEN WRAP Spiced Chicken, grilled and basted with Lime, all wrapped up with Fresh Salad in a toasted Tortilla, with fries 21.99 (14.99 to go)

ACAPULCO FISH WRAP Red Snapper, pan fried in Garlic Butter plus a dash of Aioli, all wrapped with Fresh Salad in a toasted Tortilla. With fries 21.99 (14.99 to go)

RUSTLERS BEEF WRAP Hearty Beef'n'Beans with char grilled Peppers & Onions, wrapped & toasted. 21.99 (14.99 to go)

BURRITO Big baked Tortilla Parcel filled with beans, cheese and your choice of (JUST BEANS OR ADD BEEF, CHICKEN, VEGIES). Comes with Rice or Fries, Green Salad, Salsa & Sour Cream. 'Chimichanga' that, when we fry your burrito parcel in rice bran oil until crispy golden brown...) 24.99 (14.99 to go)

ENCHILADA Soft Corn Tortilla, rolled around your choice of filling, (BEANS, BEEF, CHICKEN, CHEESE & ONION OR VEGIES) smothered in rich Tomato sauce & Cheese, then baked till bubbling hot. With Rice or Fries, Green Salad, Salsa & Sour Cream. 24.99 Gluten Free. (14.99 to go)

QUESADILLA Folded Wheat Tortillas, toasted with Mozzarella Cheese, Sweet Peppers, Tomatoes & Onions, plus your choice of filling. (BEANS, BEEF, CHICKEN OR VEGIES) With Green Salad, salsa & Sour Cream. 24.99 (14.99 to go)

CHILLI COLORADO Meltingly tender Beef Chunks that we've gently braised in Red Wine with Chipotle Chillies, Garlic, Black Beans & Fragrant Herbs. Served in a crispy Tortilla Bowl, with Salsa & Sour Cream. 24.99 (16.99 to go)

CAJUN CHICKEN Free range Chicken Breast, rubbed with Cajun spices and Limes. Pan roasted & topped with Citrus Aioli. Comes with Sweet Potato Fries & fresh Green Salad. **Single** or **Double** Breast 24.99 / 27.99 (16.99 / 21.99 to go)

COSTILLAS (RIBS) Marinated pork Spare Ribs. On a pile of Sweet Potato Fries with a fresh Green Salad. **Small** 22.99 **Large** 29.99 (16.99 / 21.99 to go)

SNAPPER 'VERACRUZ' Red Snapper fillets oven baked with Sweet Peppers, Tomatoes, Capers & Olives, served over Spanish Rice. **Small** 21.99 / **Large** 25.99 (16.99 / 21.99 to go) Gluten Free

PAELLA Mussels, Tiger Prawns, spicy Chorizo Sausage & Chicken wings, all steamed together with wine, tomatoes & fresh herbs, served over Spanish Rice. **Small** 22.99 / **Large** 29.99 (16.99 / 21.99 to go) Gluten Free



## GUEST LIST REWARDS...

**MEMBERS ACCUMULATE  
POINTS WITH EVERY  
PURCHASE, EVERY VISIT!  
DINE IN & TAKE-OUT!**

- As good as cash to use here next time you visit...
- Any money you spend on top of the points gets you more points added for next time!
- Use them, let them pile up for a free night out... even convert them into gift vouchers to give away to friends... your choice!

You may remember that back at the start of winter we were getting an 'upgrade' to our computer, & that we would be adding some new member benefits. Well it happened, but the developers had a few 'issues' with stability, & before we let it loose on you all we thought it best to wait for version 1.2!

That's now with us, & as part of the new & improved Rewards Program, we're going to have cards made that we can 'swipe' when you visit. This is going to be much appreciated by Nicki, who won't have to manually find your membership details, & it also means we can offer you differing types of membership, tailored to suit your preference.

Eg., a number of you use our take out menu more often than dining in, whereas some of you dine with us weekly.

We're putting together a couple of different membership options to introduce over the spring...

## HOT OFF THE CHAR GRILL

**FAJITAS 3 to Choose between...** 250 grams of Corn Fed Free Range **CHICKEN**, Porterhouse **STEAK**, or Black Tiger **PRAWNS**, sliced & char-grilled with sweet Peppers & Onions. Tossed onto a sizzling hot plate & served with 2 warm Tortillas, Salsa, Sour Cream & Guacamole. Get ready to roll your own! 27.99 (Prawns 29.99)

**EL GRINGO** 250 grams of Porterhouse Steak, perfectly grilled to your preference & topped with **Garlic, Mushroom or Green Peppercorn** sauce & herbed butter, with Fries & a fresh Green Salad. 27.99

(With 375 gram Ribeye Steak 31.99)

**GRINGO LOCO** 250 grams of Porterhouse steak, with spicy Hot Pepper rub. Basted with Tabasco & Char grilled to your preference. Topped off with BBQ demi glaze sauce & herbed butter. With Fries & fresh Green Salad, 27.99 (With 375 gram Ribeye Steak 31.99)

**TALL TEXAN** Everything's bigger in Texas, like this 375g Prime Ribeye steak, char grilled & basted with our tangy BBQ sauce. Comes with Sweet Potato Fries, Green Salad, Salsa, Sour Cream & Guacamole. 31.99

**BAJA BBQ** Juicy 250g Porterhouse Steak, along with Mussels & Black Tiger Prawns cooked together in a creamy garlic sauce. 33.99



**Guest List Special...  
\$5.00 off Steak  
prices when 2 or  
more are ordered in  
Sept/Oct!**

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To:

Stamp



From:AmiGos  
Mexican Café.  
Cnr. Ardmore &  
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*Wanakas Home of Hot  
Mexican & Cool Margaritas!*