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CONTACT: Abbey Scurio
All Points Public Relations
(630) 345-0455
ascurio@allpointspr.com

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Now Open in San Bernardino: Ojos Locos Sports Cantina Brings a Neighborhood Feel to Hospitality Lane

New Scratch-Kitchen Restaurant Brings a Lively Atmosphere and Local Jobs to the Heart of the Inland Empire

SAN BERNARDINO, Calif. – Ojos Locos Sports Cantina officially opened its doors in San Bernardino earlier this month on October 6, located at 390 E. Hospitality Lane. The new restaurant marks the brand's first location in California's Inland Empire, adding new life, local jobs, and a one-of-a-kind gathering place to one of the city's most popular dining corridors while continuing Ojos Locos' expansion across Southern California.

Located just off Highway 10, the cantina transforms a former TGI Friday's into a spacious, 280-seat destination that's designed to bring people together. The opening represents a significant investment in San Bernardino's continued revitalization, creating over 120 local jobs, filling a long-vacant restaurant space, and helping reestablish Hospitality Lane as a thriving hub for dining and entertainment.

"Ojos Locos has had its eye on San Bernardino for several years," said Rich Hicks, Co-Founder and CEO of Ojos Locos Sports Cantina. "The demographic fit and the energy of this trade area perfectly align with our brand. We're thrilled to create a community-first, welcoming place where locals can enjoy great food and the best sports viewing experience in town. It's an opportunity to bring people together, create local jobs, and be part of the city's ongoing revitalization. We're proud to open our doors here and look forward to serving the community for years to come."

Inside, guests can enjoy a laid-back, inviting atmosphere featuring over 50 TVs showing fan-favorite events from professional soccer matches in both English and Spanish, to professional and college football, basketball and baseball and known as la casa for every UFC and Power Slap match served along with 29° cerveza from 24 different taps served in the brand's signature balones at every table with frozen mugs.

The restaurant also features a scratch kitchen, serving made-from-scratch favorites like street tacos, wings, and burgers all prepared fresh, never frozen. With approachable prices and a menu that honors both American and Latin flavors, the San Bernardino location reflects Ojos Locos' commitment to hospitality and the communities it serves in a space that feels authentically local.

Guests can also enjoy Ojos Locos' Happy Hour Monday through Friday from 2 to 7 p.m., featuring drink specials such as \$5 off 100 oz balones y buckets, \$2 off 60 oz balones, \$1 off draft and bottled beer, and half-off Paleta Shot, La Tóxica, and house margaritas. The restaurant proudly offers a 20% discount for first responders and military members year-round.

To learn more about Ojos Locos in San Bernardino, visit www.ojoslocos.com.

About Ojos Locos

Ojos Locos Sports Cantina was founded in 2010 in Dallas, Texas, with the vision of creating a vibrant, culturally authentic sports cantina and scratch kitchen that celebrates and serves the Latin community. Ojos Locos delivers a high-energy, sports-driven experience with wall-to-wall TVs, spacious seating, and a lively atmosphere ideal for group-watch parties. Guests enjoy authentic Mexican flavors and scratch-made game day favorites like street tacos with house-made tortillas, wings, and smashed burgers — all paired with ice-cold 29° cerveza served in frosty mugs or at the table in 100 oz balones.

With 34 opened locations across five states and growing, Ojos Locos remains true to its mission: to bring people together through food, fútbol, and unforgettable experiences rooted in culture and community.

Learn more at www.ojoslocos.com.

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