

# BIZ BIO: El Dorado Mexican Restaurant

2320 W. Lake Shore Dr., Ashland 715/682-9658 [www.eldoradomexicanuisine.com](http://www.eldoradomexicanuisine.com)

## Ashland dining favorite in demand from day one

Even before it opened its doors in July 2008, El Dorado Mexican Restaurant was a hit with local residents. Co-owner Jesús Hernández recalls working on the building's exterior and having people drop by to ask him how soon the eatery would be open.

Once while Jesús was outside painting, a car stopped briefly on U.S. Hwy. 2. The jovial and apparently hungry driver rolled down his window and yelled, "Hurry up!" Jesús said he got a big kick out of it and still remembers the incident well.

Now he and his longtime business partner and fellow restaurant owner, José Alvarez, are witnessing similar excitement and anticipation as they prepare to open their new Hurley location. The site of the former Timbers Food & Spirits just south of Hurley on U.S. Hwy. 51, the partners acquired the building back in early December.

After water damage forced the shuttering of their former Ironwood, Mich., location, the two men were on the lookout for a suitable new building. Opening in April 2016, their new Hurley restaurant will offer a separate bar area and larger dining room.

Jesús has nearly 20 years' experience in the restaurant business. He met José about 14 years ago while they were working together in Illinois. Some of the recipes the pair use at El Dorado come from their own culinary experience, while others are from their families. Jesús said he uses some of his own mother's recipes at the restaurant.

Featuring authentic Mexican cuisine with the best homemade chips and salsa around, El Dorado is known for their fast, quality service. They are also famous for their fabulous margaritas! Offering daily specials, El Dorado has outdoor patio dining with a nice view of Lake Superior. They also have a full bar menu, game day specials, kids' menu, vegetarian options, and more. For your convenience, to-go orders are available.

El Dorado is open in Ashland from 11 a.m. to 9 p.m. Sunday through Thursday, and 11 a.m. to 10 p.m. Friday and Saturday. Stop in today for a refreshing drink or hearty meal!



The owners of El Dorado adopted an Aztec calendar image (upper photo) as part of their logo. Above, Nestor waits on the first customer of the day on a recent Wednesday morning.

At left is one of El Dorado's famous margaritas. Below left, a colorful sombrero brought back from Mexico by Jesús Hernández adorns the wall. The yummy quesadilla supreme (seen at lower right) is a popular and very satisfying menu item!

### NEW HURLEY LOCATION

607 U.S. Hwy.  
51 South  
Hurley, WI  
54534

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The Ashland staff of El Dorado Mexican Restaurant includes (from left) Pablo, Efron, Javier, Nestor and co-owner Jesús Hernández. Not shown is co-owner José Alvarez.