



## **GUADALAJARA'S CULINARY PROWESS ATTRACTS POPEYES® ATTENTION**

**GUADALAJARA, MEXICO – DECEMBER 2, 2020** – A city best known as the home of Mexican culture and traditions such as tequila, mariachi, and charrería, Guadalajara has gained recognition as one of Mexico's top culinary destinations. Guadalajara is well known for its innovative chefs, traditional cuisine, and one-of-a-kind dishes such as the torta ahogada ("drowned sandwich") that can only be found in the city. A new sandwich has hit the scene – one that North Americans are all too familiar with. In partnership with Guadalajara Tourism Board, POPEYES® Louisiana Kitchen has launched the "La Ciudad del Sandwich" tourism campaign for Guadalajara by adding its signature POPEYES® Chicken Sandwich to the city's menu. Guadalajara is the only place in Mexico to offer this item.

Expats are in luck as those with proof of Mexican residence will receive a 50% discount on "The Sandwich." Ajijic which borders Lake Chapala houses the largest population of expats in Mexico and is only an hour drive from Guadalajara. Great tip for those that are enjoying the city.

For additional ways to experience Guadalajara, visit [www.visitguadalajara.com](http://www.visitguadalajara.com).

### **About Guadalajara**

The birthplace of iconic Mexican heritage including tequila and mariachi, Guadalajara is the second largest city in Mexico and considered the country's cultural center. Each year, tourists travel to this cosmopolitan destination to experience a plethora of attractions including nearby magical towns such as Tequila, where the popular spirit is produced; explore colonial architecture; and visit museums and small towns with exquisite crafts and artwork. Guadalajara is the capital of the state of Jalisco, which is located in the center of Mexico, 350 miles west of Mexico City and 200 miles east from Puerto Vallarta along the Pacific Ocean. The metropolitan area of Guadalajara consists of four urban districts – Guadalajara, Tlaquepaque, Tonalá, and Zapopan – and three suburban districts, Tlajomulco, El Salto, and Tequila.

Travel to Guadalajara is easily accessible via the Miguel Hidalgo International Airport (GDL), which is located 24 miles from the city center of Guadalajara, with non-stop daily flights from major markets across the United States and Canada.

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