

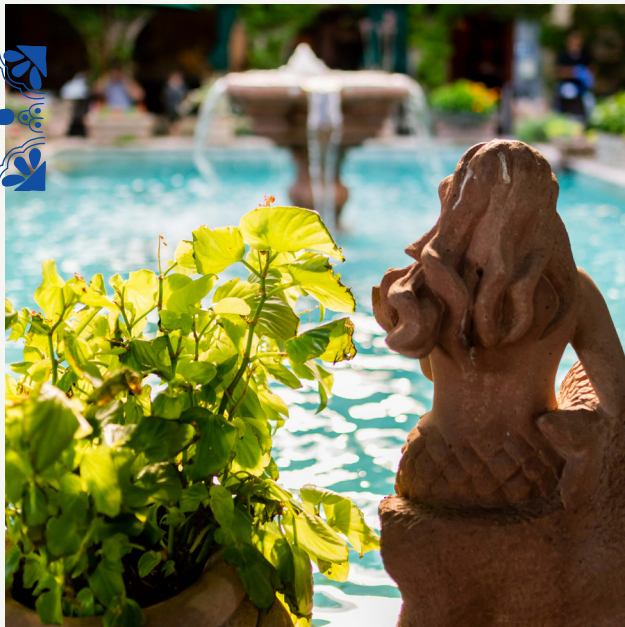
JOE T. GARCIA'S
MEXICAN Dishes
SINCE 1935



PRESS KIT

January 2023

SINCE 1935, WE'VE INVITED EVERY PERSON WHO STEPS THROUGH OUR DOORS TO EXPERIENCE OUR FAMILY TRADITION: THE MAGIC OF FOOD AND GOOD COMPANY.



At Joe T. Garcia's, we know you want a go-to place in Fort Worth to celebrate your landmark moments and create memories that will last a lifetime. That's why you need more than a dining experience. You need an escape to a legendary family table where you can savor life with the people who matter most. The problem is, if you want an unforgettable experience, it's hard to find a restaurant you can count on.

Out of all Fort Worth's food destinations, only one has stood the test of time: Joe T. Garcia's, Fort Worth's most iconic dining experience. Where you can spend your evenings enjoying good company, safe in the knowledge that you're in for an incredible meal; A Texas institution with unfussy yet high-quality Mexican cuisine against a backdrop of pure energy, bold and vibrant.

Our family designed Joe T. Garcia's to be your go-to escape, where you know what you can expect every time and understand that you will be cared for like family. You come to Joe T.'s for the memories, not just a plate of food. Our tables and gardens are an opportunity to leave the chaos of life behind and be present with your loved ones.



COMPANY FACTS

How many customers can
Joe T.'s serve per night?

1,300+

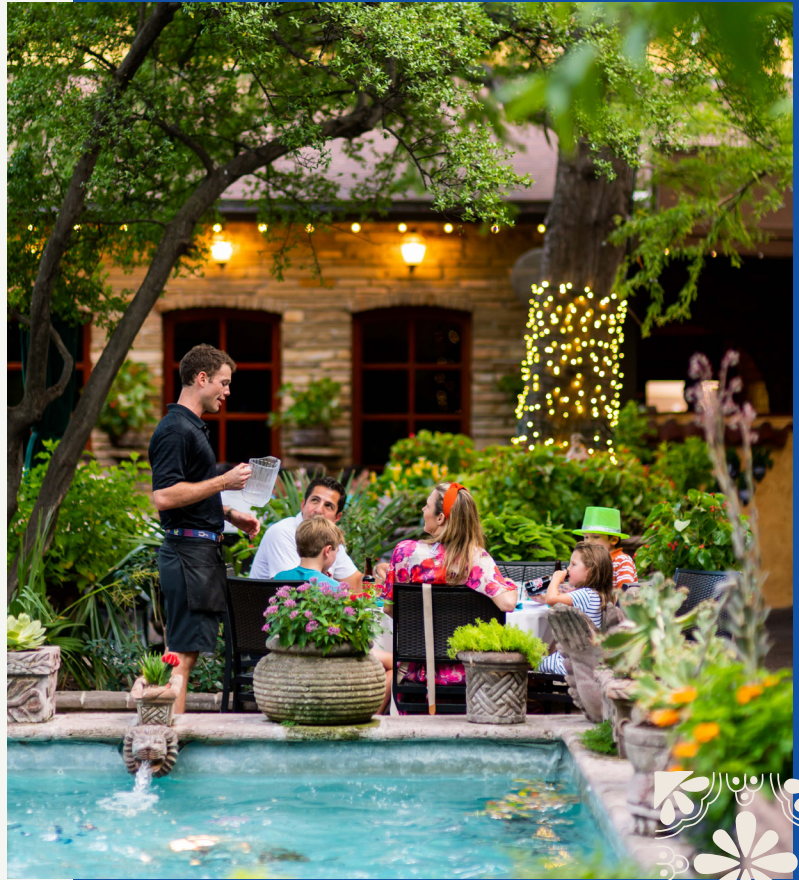
How many years has Joe T.'s
been operating?

87+ YEARS

How many celebrities have
visited Joe T.'s?

140+

Some of the biggest names in the world
have come through our door – from
Michael Jackson to Bob Dylan – but
we're most proud of serving generations
of Fort Worth families.



FUN FACTS ABOUT JOE T.'S:

- In the early days, folks would drive up and honk for food. One day, Joe T. went out to serve a car and it was Bonnie and Clyde.
- Fats Domino – David hosted a Fats Domino concert at the restaurant – complete with a fiberglass stage over the pool and a white piano.
- Catered for Elvis Presley
- Catered for Michael Jackson
- Joe T.'s used to have self-serve beer relying on an honor system.



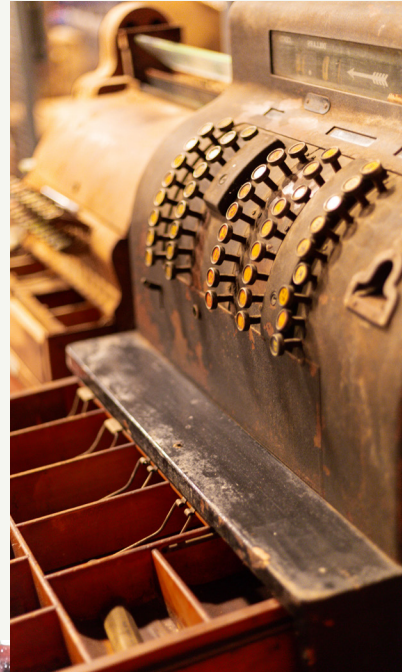
JOE T.'S IS YOUR PLACE; THE KIND THAT VISITORS, CELEBRITIES, AND GENERATIONS OF FORT WORTH LOCALS HAVE BEEN FREQUENTING FOR ALMOST 100 YEARS.

Our story starts when our family matriarch, Mamasuez, immigrated from Michoacán, Mexico, to Fort Worth in 1911. She brought little else besides a tireless work ethic and love for her family. Alongside her husband and restaurant namesake, Joe T., she wanted to build a life for herself and the people she loved. Little did she know it would be the humble beginnings of an iconic restaurant, and a Fort Worth tradition would be born.

We are the grandchildren of Mamasuez and Joe T. Our names are Lanny, Zurella, Joe, Jesse, Phillip, and Elizabeth, and this is our home. Today, we offer Fort Worth the same amazing experience our family has provided for almost a century. Over the decades, our little patio garden transformed into a lush paradise, the family pool into a whimsical fountain; our lines grew out the door, and our restaurant filled with people who couldn't get enough of our scratch cooking and lively atmosphere. We've watched Joe T.'s evolve and grow. But the feeling remains from when Hope and Mamasuez first brought our

family together, from when our way was forged by one woman's fire all those years ago.

You've seen the photos. You've heard about our margaritas. But our restaurant is more than just great food and drinks. It's a place where memories are made and bonds are formed. There's so much that's special here, and we hope you can see, feel, and taste the love here at Joe T. Garcia's.



MEET THE FAMILY

We are the grandchildren of Mamasuez and Joe T., and this is our home.



BORN OCTOBER 15

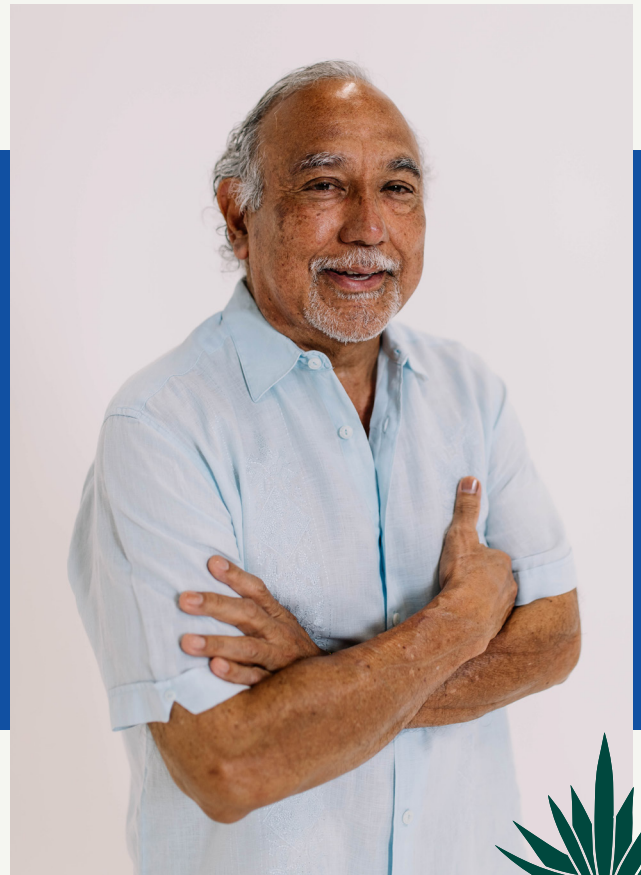
LANNY PAUL LANCARTE

The eldest of the Lancarte siblings, Lanny grew up in the Joe T.'s kitchen, spending countless hours at what would become a way of life for him and his siblings. His childhood is filled with memories of falling asleep in piles of tablecloths and watching his grandmother and grandfather—Mamasuez and Joe T., along with his mother, Hope, and father, Paul—run the family restaurant. It was within the walls of Joe T.'s that Lanny was drawn to the sights and smells of the kitchen and the bustle of the dining room, fascinated by how his family could turn simple ingredients into culinary masterpieces. Here, he grew a deep love of family, an untiring work ethic, and a hospitable presence: qualities that would serve him well throughout his life.

Before Lanny was even old enough to work alongside his family, tragedy struck. Joe T. suddenly passed away, and the close-knit family faced seemingly insurmountable difficulty. However, the strength and resilience of Hope and Mamasuez determined their path: to persevere and protect the family restaurant and home.

So at merely 17, Lanny fulfilled his responsibility, stepped up alongside his mother and grandmother, and dutifully began to help run Joe T. Garcia's.

Despite suddenly being thrown into responsibility, Lanny served as a leader and role model to help raise his younger siblings. The teamwork and ethic he inspired guided the restaurant through growth, transformation, turmoils, and successes. He has become a deeply respected member of the community, a beloved



husband, friend, brother, father, and grandfather who takes ownership of his work and takes pride in doing it well.

He starts most days by arriving at the restaurant early to prepare Mamasuez's secret enchilada gravy recipe, followed by checking off a list of dutiful contributions to the family legacy. But the most poignant moment comes with quiet reflection in his office with a cup of coffee, reflecting on the portraits of his father and grandfather. In those quiet moments, he remembers the lessons they taught him and the example they set. Always putting others before himself, his office door remains open, whether to relatives or the team members he cares for like family.

Lanny is the creative mind behind the lush, tropical oasis Joe T.'s is known for and a plant lover to his core. Aside from participating in daily zen and yoga within the peaceful garden grounds, he's busy greeting guests, training employees, or assisting those he cares about. Lanny is always a man on the move. While juggling

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operations, hiring, and finances of Joe T.'s, he still upholds the legacy of his parents and grandparents with unwavering dedication.

In 1970, Lanny married Anna Jo "Jody" Lancarte, and her story soon became interwoven with the Joe T.'s Legacy as well. She has served as the right hand of the duo for over fifty years. She's the mastermind behind Joe T.'s booming event and catering business as well as a vigilant financial manager. Through and through, Lanny is a family man who works to instill the Lancarte family values in his own children and grandchildren: Kelly Lancarte and her children Kent Davis Breedlove, Isabella Hope and Paul David Breedlove; Lanny Paul and Raven Lancarte's children Laurelei Pilar and Lanny Paul Lancarte III; and Art and Leah Lancarte with their child Max Zavala.

Together with the family, Lanny and Jody have propelled Joe T.'s from its humble beginnings, preserving the past's authentic recipes while expanding the original family home into a Fort Worth oasis and staple for generations.



“JOE T.’S IS PART OF LIFE.”

Do you have any phrases that you use when leading your team?

At the start of service or a task, I always say, “It’s showtime, let’s rock and roll! Go to work!”

What is your favorite meal at Joe T.'s?

Enchilada Dinner

What is your favorite drink at Joe T.'s?

Cold Coors Light

Favorite space at Joe T.'s?

There is nothing more peaceful to me than being in the gardens in the early mornings.

What has made the Lancarte family so successful?

I think what has made the Lancarte Family successful is our strong work ethic and our love for what we do. We have respect for each other. We are all uniquely gifted in specific areas and we give each other space and stay in our respective lanes.

Why does family matter?

My grandmother gave me so much. I’m here and I work so hard because of her. I would do anything for my family!

Family brings comfort and peace of mind. Having family around makes it all worth it.

What is it about this place that makes it successful?

I don’t compare our restaurant with others. We stick to what works!

Our roots and our foundation are part of what makes us so successful. We are grounded in family, authentic Mexican food and a beautiful patio reminiscent of the gardens in Mexico. And of course the people from our customers to our staff.

What is the Joe T.'s restaurant to you?

Joe T.'s is my home. It is where I grew up, where I raised my family, and where I love to be everyday. It is a beautiful, tranquil place where I can clear my mind.

BORN APRIL 11, 1952 - DIED AUGUST 12, 2005

DAVID ALLEN LANCARTE

In Loving Memory

To those who knew him, our brother David was the living incarnation of Joe T., senior. With a larger-than-life personality and irresistible charm, David made every person he met feel like family. He had an uncanny knack for making friends and throwing amazing events, and he brought life, adventure, and celebrity into our daily lives. An irreplaceable member of our family, David is missed every day by his friends and family: siblings Lanny, Zurella, Joe, Jesse, Phillip, and Elizabeth; his wife Pamela Calabria and children Chase, Adam and wife Sarah, Christopher and wife Courtney, and grandchildren Ellis, Maverick Rose, and Dr. Cameron Lancarte. He lives on in our memory and the spirit of celebration that he instilled in the Joe T.'s legacy.



BORN FEBRUARY 21

ZURELLA HOPE LANCARTE

Zurella Lancarte is a commanding presence who brings energy, warmth, care, and vivacity wherever she goes. As the third born of Hope's seven children, Zurella has much to live up to, and has the moxie to do it. She remembers waking up early before school and, alongside her siblings, meticulously cleaning avocados, picking out the rocks from the bean harvest, and ensuring proper dinner service preparation.

With her dad's passion for education and her mom's love for business, Zurella ambitiously split her time between academics and helping to run the family business. After a focused day of school studies, she would return home to help cook and smash beans, plate and serve enchiladas, and manage the register. After high school, Zurella completed a Bachelor's Degree in Business at the University of Colorado, bringing back a wealth of knowledge and newfound confidence to the family.



As the on-site manager for daytime operations, she manages customer experiences and the employee transitions from day to night service. As the restaurant has grown, she has helped preserve the warm, welcoming atmosphere for which Joe T.'s has always been known.

She is mother to Blake Lancarte, Elliot Lancarte, and her late son Hunter Lerma, and she, like her siblings, holds a rigorous work ethic as a truly dedicated and energetic team player. She readily faces challenges with a willingness to lend a helping hand—her caring presence complements the family dynamic. Quick on her feet, her problem-solving abilities enable her to think outside the box to find unique solutions to whatever challenges come her way. Over the years, Zurella has also dedicated herself to documenting Joe T.'s growth through photography and film. Today,



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“IT DOESN’T MATTER WHO THEY ARE: YOU TREAT THEM ALL THE SAME.”



What is your superpower?

I intuitively know how to improve my guest's experience— and I can always tell what my guests need simply by watching their hands.

What is your favorite meal at Joe T.'s?

The cheese enchilada dinner, a little crispy!

What is your favorite spot in the restaurant?

I love to sit on the north side of the patio, where I can look out over my guests and home. But I also love the front dining room where I made so many formative memories!

Any fun stories?

My brother, David, hosted a Fats Domino concert at the restaurant – complete with a fiberglass stage over the pool and a white piano. Fats Domino was two hours late and we had our hands full managing the crowd, but as soon as Fats started to play, our guests were mesmerized.



BORN NOVEMBER 18

JOE T. LANCARTE, SR.

The namesake of his grandfather, Joe T. Garcia, is an iconic fixture at Joe T. Garcia's. From his earliest years, Joe has spent his life turning his family table into a place where all of Fort Worth can gather.

It's not just a restaurant; it's a way of life for Joe. This humble abode-turned-bustling restaurant is the source of all his most cherished memories. He slept under the kitchen table with his siblings. He worked tirelessly in every position to ensure the restaurant operated as intended. He rode horses in what was formerly the pasture—now the largest dining space in the restaurant. He was married on the patio.

He remembers the laughter that once filled these walls and the late-night conversations around the kitchen table. The nostalgia will always hold a special place in his heart. After all, his most impactful family memories all happened here, at his generational home.

Joe is married to Hollie Benton, his children are Joe Lancarte Jr., Lauren and husband



Patrick Benton, Jennifer and husband Alex Childs, and grandchildren Will and Elizabeth.

Today, his faithful dedication to the ins and outs of Joe T. Garcia's keeps Fort Worth's hometown gem running smoothly. While most are fast asleep in their cozy beds, he is already up and about, starting his day at 4:30 AM—taking inventory of the daily supplies, checking the quality of ingredients, and ensuring the kitchens are ready to go. Joe welcomes guests into their family's pride and joy in the evenings, ensuring they'll be cared for as lifelong friends. Then, he'll dutifully take his post to keep a watchful eye on the night's proceedings: ensuring every glass is full, plate is empty, and face is smiling.

Indeed, Joe has served some of the most notable names to sit at their tables—from Fleetwood Mac to Michael Jackson and Robert Plant of Led Zeppelin fame. However, what sticks with him is the influence of his grandmother's recipes and the impact felt worldwide by his family's legacy.



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“MY HEART IS HERE AT JOE T.’S. THIS IS MY ENTIRE LIFE, WHERE I GREW UP, MY HOME.”



What’s your superpower?

Everything and everyone has a place at Joe T.’s! I make sure there’s enough food for every plate, a seat for every guest, and our systems are moving smoothly.

What’s your favorite meal at Joe T.’s?

The enchilada dinner. You can’t beat it!

What’s a saying you’re known for around here?

I like to remind the staff that mistakes aren’t the end of the world. If I see my team getting stressed, I tell them, “You’re going to make mistakes. You’re not perfect like I am.” That always gets a laugh!

What’s the secret to the Joe T.’s experience?

We don’t mess with Mamasuez’s recipes, we work hard, and we take pride in what we do. We focus on quality, consistency, service, and making our guests happy.



BORN APRIL 10

JESSE RENE LANCARTE

Jesse Lancarte's earliest memories are at Joe's T's. His childhood is filled with fond, yet busy, memories of rolling silverware and bussing tables; the nostalgia of learning to make beans alongside his mom, Hope. Jesse is, and always has been, a powerful force for good among the Lancarte siblings, one with big dreams for the future—of aspirations for greatness. Forever with a light heart and quick wit, he knows when to crack the right joke to make others smile.

Raised in a world of culinary family tradition, Jesse first vied to forge his own path. After declaring his intention to join military school, the wise words of his mother predicted his true course.

"You'll always come back," she said. And she was right. After graduating from TCU with a major in Photojournalism, Jesse realized his heart did indeed call back to Joe T's, alongside his family.

With Hope, her recipes, and her trade secrets by his side, Jesse helped run Esperanza's—formerly known as Joe T. Garcia's Bakery. Esperanza's Bakery, aptly renamed in honor of Hope's traditional Spanish name, opened new locations through the years, with Jesse playing an integral part in its success story.

His skill and desire to share the legacy of Garcia-Lancarte recipes across Fort Worth was paramount, and this proved to be essential during the outbreak of COVID-19. With a vision to bring Joe T's food back to the guests who so often would frequent his family's establishment, Jesse took the initiative to share what he knew best with the community he loved. Thanks to his



dedication, thousands of home-cooked meals were safely and personally delivered to hungry families across the DFW metroplex during the dark days of the pandemic.

Jesse married June Norman, and their family was blessed with children Will, Logan, Bryce and JP Lancarte; Neal and wife Katie Lancarte blessed the family with grandchild Henry, as well as extended family with step-daughters Kara Norman and Kate and her husband Hunter Lyon.

Today, Jesse runs a thriving catering branch, proudly crafting Joe T's timeless recipes on-site for DFW events. When he's not bringing the iconic taste of Fort Worth to local celebrations, you can find Jesse enjoying a weekend on his ranch with his wife and seven grown children. A devoted father and grandfather, Jesse continues to embody Hope's legacy of love and care through his family, their legacy, and their craft.

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“IT TURNS OUT, JOE T.’S WAS A BIGGER PART OF ME THAN I THOUGHT. THIS RESTAURANT AND FAMILY HAD A WAY OF BRINGING ME BACK.”

What is your favorite Joe T.’s meal?

The Pollo Soup at Esperanza's and a Miller Lite. If you put a cold beer in a Joe T.’s cup, and then put that cup in a styrofoam cup, you have instant insulation. I’m going to patent it someday.

What is your favorite space in the restaurant?

The table up front with the big longhorn on the wall. When the restaurant was small enough, we named all the tables for service, and we called that one “Horn’s Table”!

What is your superpower?

I am an out of the box thinker. I can envision an idea for a new project, and I can make it happen. I’m also a hell of a mediator and a people-person.

What are you most proud of?

My mother, Hope, who did so much with so little.



BORN JUNE 30

PHILLIP EDWARD LANCARTE

Phillip Lancarte fondly remembers his childhood spending time in the kitchen with his mother and grandmother. From them, he not only learned how to connect with guests and create a warm, inviting atmosphere, but these early experiences instilled in him a love for working alongside his siblings: whether plating food or waiting tables.

These formative moments gave Phillip a passion for delicious food and deep respect for his mother and grandmother, Hope and Mamasuez. Working at their side, Phillip formed a strong bond with the family matriarchs who kept the restaurant running.

In his teenage years, Phillip worked alongside his siblings and friends, enjoying the opportunity to connect with guests and wait tables alongside the classmates he recruited to join the Joe T.'s team. Meanwhile, Mamasuez cleverly put aside his pay every night until he was ready to buy a house at just age 21.

Phillip married Heidi Addis in 1982 and is blessed with a large family: Phillip Parker, wife Kimberly, and grandchildren Nathan and Alister; Chance and fiancé Haley Crowe; Cali Christine; and Mary Mackenzie Lancarte Hobbs, husband Mason Hobbs and children Thomas and Caroline.

After finding a home in Dallas, he joined Mamasuez to help the family launch a Joe T.'s location there. When Hope launched her own café, Esperanza's, he returned to Fort Worth



to work at her side and help her realize her dream. Here, Phillip found his voice as a cook and a large-scale strategist for the restaurants. Over the years, he assisted his mother in successfully launching two locations for Esperanza's while assisting with recipes, plating, hiring, and business planning.

He understands that in the kitchen, as in life, we are all working towards a common goal. We all have our own skills and strengths, and by working together, we can create something greater than we could alone. From food styling to contracting, designing to hiring, Phillip is a big-picture problem solver who thrives on the logistics of challenges and a multi-talented member of the Garcia-Lancarte team. Phillip's combination of intuition, team mentality, and robust work ethic have allowed him to honor his family legacy through his invaluable work at Joe T.'s and Esperanza's.

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“IF WE’RE GOING TO DO IT, LET’S DO IT.”



What are some of your core values?

I believe in working in the trenches alongside my employees. It’s not enough to just delegate tasks– you have to work hard, too.

What’s one of your favorite stories?

When I was 10 years old, my brothers and I used to shoot the neighborhood birds with BB guns. One day, I got a ticket and had to appear in front of a judge. I never shot those birds again!

What is your favorite meal at Joe T.’s?

We have the best enchilada dinner and the best nachos!

What is your favorite space at the restaurant?

I like to sit next to the fountain near the north side where I can see all the guests.



BORN JULY 14

ELIZABETH LANCARTE

From her earliest years, Joe T. Garcia's has been a place of family and comfort for Elizabeth Lancarte; the tight-knit and hard-working environment of Joe T.'s molded Elizabeth into a hospitable force for the family. As the youngest sibling, Elizabeth created a special bond with her oldest brother, Lanny. He would often carry Elizabeth with him as he cared for the restaurant, displaying a sense of kindness and empathy that she retains to this day.

As a young girl, she could be found standing in the kitchen behind her mother, Hope. Elizabeth watched Hope and Mamasuez meticulously make tortillas and enchiladas from scratch while her father warmly greeted dinner guests. Most mornings, Elizabeth would help Mamasuez sweep the then-unpaved kitchen doorstep. At just age 15, Elizabeth began to work in the kitchen, guided by Hope and Mamasuez: first, making nachos. Then, assembling trays. Next, making tortillas. And finally, crafting enchiladas. Eventually, she graduated to serving tables and working the register, mentored by her father, Paul and Lanny. It was here that Elizabeth learned the power of consistency, resilience, and work ethic—where she, too, felt the calling of the family tradition.

Today, Elizabeth is married to Terry Moon and has children of her own: Tyler and Hope. Elizabeth embodies her family's empathetic, hospitable nature: caring for employees, guests, and family alike. With unwavering kindness, a



steadiness and an extraordinary ability to connect with others, Elizabeth is motivated by a desire to serve those she cares about while also doing her part to preserve the Joe T.'s legacy. Even though she is softspoken, Elizabeth is the driving force behind the satisfaction of Joe T.'s guests, striving to ensure the quality of the plates on the tables and the well-being of the staff that serves them.

Hospitality was passed down through the generations in her family, and Elizabeth continues to uphold it in her life. She constantly contemplates how to make Joe T.'s guests feel welcome and comfortable. But it's not just strangers that benefit from her kind nature—her employees are like family, and, as any good leader, she goes out of her way to support them. In everything she does, Elizabeth remains true to her roots and continues to embody the compassionate, hospitable spirit of what she learned first-hand from her family all those many years ago.

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“WE ALWAYS HAVE EACH OTHER’S BACKS. MY FAMILY IS ALWAYS THERE FOR ME IF I NEED THEM.”



What are you most proud of?

I am most proud of this life I live: The restaurant my mom built, my children, Hope and Tyler, who are involved in the daily business, and working alongside my family.

What is your favorite meal?

The enchilada dinner! It's the best.

What is your favorite spot at the restaurant?

The family table in the front room. We used to sleep there when it got hot in the summer, because that table was always cool!

Who is your favorite person you met here at Joe T.'s?

All the old movie stars! Jimmy Stewart was amazing, and I remember being thrilled to meet Mikhail Baryshnikov.



BONUS LANGUAGE



ONE LINERS

- A legendary Fort Worth Dining Experience
- Nearly a century of serving authentic Mexican dishes
- The Iconic Fort Worth Dining Destination for nearly 100 years
- A Legacy of Authentic Flavors and Family Recipes
- This is Fort Worth's Legendary Family Table
- The Fort Worth Icon with a Hometown Feel
- Serving Family Tradition Since 1935



KEY PHRASES

- Out of all Fort Worth's food destinations, only one has stood the test of time: Joe T. Garcia's, Fort Worth's most iconic dining experience.
- A true example of the American Dream, our family restaurant has been a community staple since 1935.
- Here, you'll experience every detail of your Mexican-villa-on-the-beach fantasy, except it's sitting pretty in Fort Worth, Texas.
- Since 1935, we've invited every person who steps through our doors to experience our family tradition: the magic of food and good company.
- Joe T.'s is where we gather to celebrate life's special moments or simply enjoy each other's company over a pitcher of margaritas.



BRAND VALUES

Joe T.'s is more than a meal; this is our family tradition, our history, and our home.



FAMILY

Mamasuez and Hope instilled in us the importance of love and loyalty at a young age. Today, we join forces to carry on their legacy. We work alongside each other, sharing the deep love that runs through our walls as we treat every guest like family. But this isn't just some empty slogan. It's who we are. It's what we do. It's how we live up to the promise of our family founders and how we'll continue to move forward— together.

CELEBRATION

The Joe T.'s vibe is electric, the feeling of a family reunion at a lively backyard barbeque. It's the site of our biggest and best family gatherings, and, as one of the family, it's also where your party now starts and ends. From our exclusive party spaces to our famous margaritas, it's our mission to bring every celebration to life and add a little pop of color into the ordinary and everyday.

QUALITY

Quality is number one. After all, it's our excellence that led us to become such a time-honored tradition. Part of that quality is our consistency: it's a family sin to change our recipes; it's like erasing a part of our history. It's this sentiment that leads us to ensure fresh, hand-chosen ingredients every day and service that makes you feel like you're being cared for by a friend.

WORK ETHIC

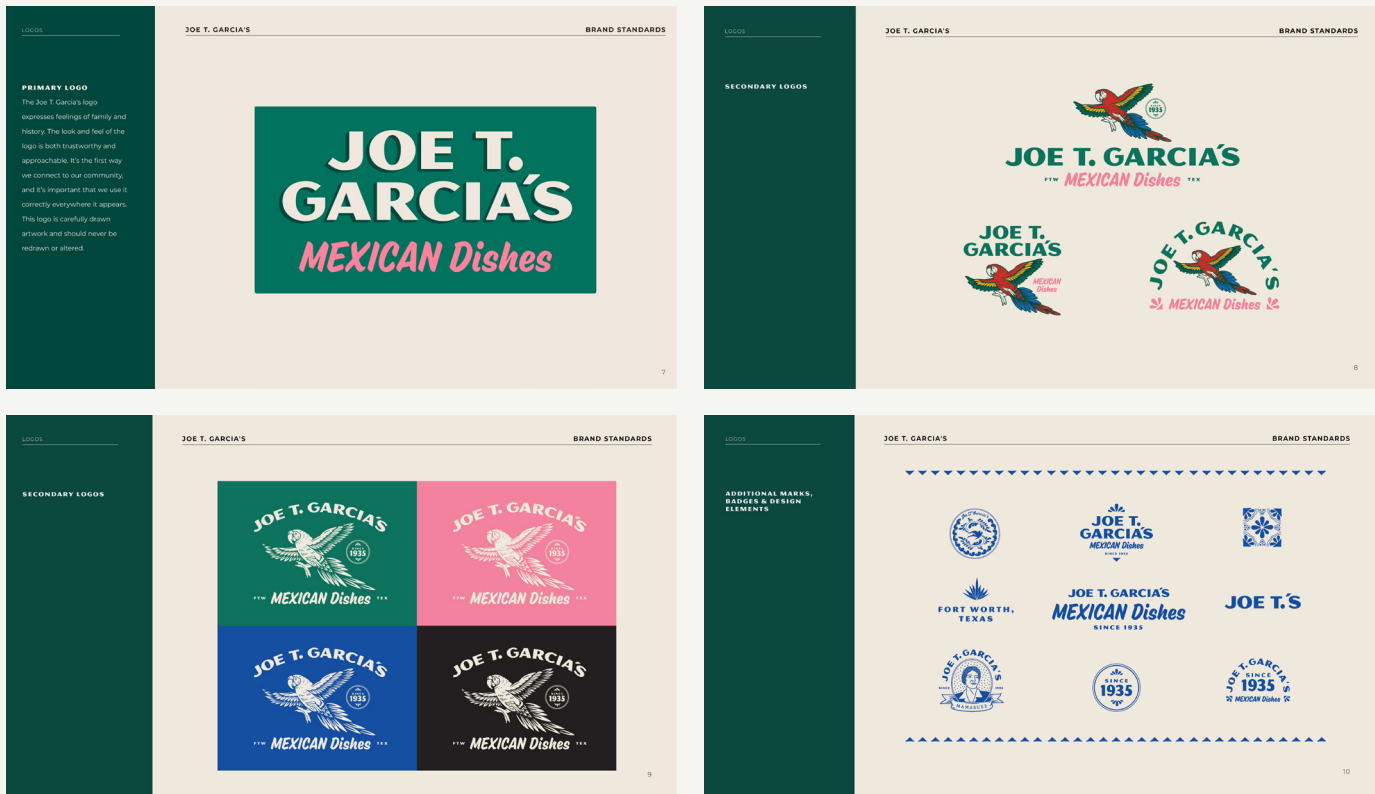
We work hard. We are passionate and take pride in what we do. We are of the belief that it's not just about getting the job done, but about doing it right. It's in our blood to put in the extra effort—even when no one is watching—as we strive to improve. Giving up isn't in our family's dictionary, and we're not going to settle for anything less than the best.



BRAND STANDARDS

The brand standards guide will give your team a few basic guidelines that, when followed, will ensure that your audience experiences the Joe T. Garcia's brand the way it was intended to be, time and time again.

[» Download Here «](#)



PHOTOGRAPHY

A suite of approved professional images that represent our brand visually, and fit within our visual identity through the use of colors, tone, props, sets and more.

[» Download Here «](#)

PRESS



QUOTES

“Not every immigrant who comes to this country, however, leaves a family legacy. But not every family has a Joe T. behind it.” - Dallas Business Journal

“Joe T. set in motion much more than a family restaurant. His values and his work ethic still oil the family machine.” - Dallas Business Journal

“The iconic Tex-Mex restaurant on Fort Worth’s North Side has been dishing out tacos and enchiladas since 1935, and it is still a must-do spot for visitors and Texas ex-pats in town for a visit.” - Dallas Morning News

“Joe T. Garcia’s is the kind of place that locals, often with visitors in tow, have been frequenting since childhood.” - Dallas Observer

“Opened in 1935, this Fort Worth institution near the Stockyards has a clientele so rabid, they can command cash only as payment, all for fajitas and enchiladas.” - Dallas Observer

ARTICLES

CNBC

What every restaurant can learn from one Texas family business.

BY LISA HUGHES

Published Aug. 5, 2014

[» Link Here «](#)



AWARDS



- **Best Gardens** – Ft. Worth Botanical Society
- **Fort Worth Magazine** – Best Margarita, Best Atmosphere, Best Patio Dining, Best Mexican, 2017
- **Zagat** – Favorite Restaurant, 2012
- **Southlake Times** – Reader’s Choice for Best Margarita, 2012
- **Fort Worth Historical Society** – La Puertita Preservation, 2012
- **Fort Worth, Texas Magazine Culinary Awards** – Best Family Restaurant, Best Place to Take Visitors, Best Outdoor Dining, Best Chips and Salsa, 2011
- **Fort Worth, Texas Magazine Best of Awards** – Best Patio Venue, 2011
- **Texas Restaurant Association’s Hall Of Fame**, 2011
- **“Thanks for the Memories”** Alzheimer’s Association, 2011
- **Fort Worth, Texas, Magazine Best Of Awards** – Best Place to Host a Rehearsal Dinner, 2010
- **Fort Worth Weekly 2010 Reader’s Choice Awards** – Best Margarita, Best Place to Dine Al Fresco, Best Outdoor Patio, Best Tex-Mex, 2010
- **Fort Worth, Texas Magazine Culinary Awards** – Best Chips and Salsa, Best Old Favorite, Best Outdoor Dining, Best Place to Take Visitors, 2010
- **Community Hero Award from Community Trust Bank** (in partnership with TCU Athletic Department) 2010
- **Fort Worth, Texas Magazine Best Of Awards** – Best Place to Host a Rehearsal Dinner, Best Outdoor Dining, 2009
- **Fort Worth, Texas Magazine Culinary Awards** – Best Outdoor Dining, Best Place to Take Visitors, 2009
- **Fort Worth, Texas Magazine Culinary Awards** – Best Place to Be Seen, Best Place to See a Celebrity, 2006
- **Restaurant Hall of Fame** – Hope Lancarte, 2001
- **Bon Appétit Magazine** – Favorite Restaurant, 2000
- **Gourmet Magazine** – Favorite Restaurant, 1999
- **National Society of Fund Raising Executives** – Philanthropic Corporation of the Year, 1999
- **The James Beard Foundation** – American Regional Classic Restaurant Award, 1998
- **Family Business of the Year Award** – Baylor University Community Commitment Award, 1997
- **Lena Pope Home** – Garcia-Lancarte Award For Meritorious Support of the Mission of Lena Pope Home, 1996
- **Cassata Learning Center** – The Jody Lancarte Scholarship Fund (Given to the Salutatorian of Cassata Learning Center), 1996
- **Fort Worth Star-Telegram** – Best Mexican Food, Best Outdoor Dining, Best Margaritas, awarded multiple years



AWARDS

- **Charitable Events/Giving held at Joe T. Garcia's:**

- **(April 24) Fiesta de Oro** – benefiting Lena Pope Home – Since 1979
- **(May 1) Noche de Gracias** – benefitting Cassata Learning Center – Since 1994
- **(April 23) All Saints Catholic Church** – benefitting All Saints Catholic School – Since 1997
- **(October 17) Boys & Girls Club** – Since 1999 (*Exception 2015 & 2016)
- **(July) Gary Patterson Foundation** – 2007
- **(May) Girls Inc.** – benefitting Girls, Inc. of Tarrant County – Since 2013
- **(February 19) Davey O'Brian Awards Pre-Dinner** – 1997
- **(October) Christmas in Cowtown** – benefitting Junior League – 2010
- **(1st Mon. in Dec.) Joe T. Garcia's Christmas Toy Drive** – benefitting H.O.P.E. Farm – Since 2006
- **Jewel Charity Ball Annual Calendar Book** – benefitting Cooks Children Hospital – Since 1970

- **New:**

- **(April 4) Back the Blue** – 2017
- **(November 2) The NET's Noche de Valor** – 2016
- **Flying T Club**



CONTACT INFORMATION

**JOE T.
GARCIA'S**
MEXICAN Dishes

HOURS

Monday - Thursday 11AM - 2:30 PM / 5PM - 10PM

Friday & Saturday 11AM - 11PM

Sunday 11AM - 10PM

LOCATION

2201 N Commerce St.
Fort Worth, TX 76164

PHONE NUMBER

(817) 626-4356

EMAIL

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SOCIAL LINKS

■ [Instagram](#)

■ [Facebook](#)

■ [Joe T. Garcia's Website](#)

■ [Esperanza's Website](#)



**FORT WORTH,
TEXAS**

**THIS IS
FORT WORTH'S
LEGENDARY
FAMILY TABLE**