



FOR IMMEDIATE RELEASE

El Chingon to Kick Off Summer with Fierce “All-In Fries” Face-Off

SAN DIEGO – May 5, 2025 – [El Chingon](#), San Diego’s “Bad Ass Mexican” hotspot at 560 Fifth Ave., will test fearless foodies with its brand-new “All-In Fries” eating challenge, a high-stakes spud showdown for fry fanatics who are hungry for glory, set for Sunday, May 25 during Memorial Day weekend.

Photos available for download [here](#), courtesy of GBOD Hospitality Group

Friends or foes in teams of two will have five minutes and 25 seconds to devour a massive platter of El Chingon’s new fries loaded with carne asada, pollo asado, al pastor, carnitas, Chingon cheese blend, jalapeños, pico de gallo, Mexican citrus crema and avocado cream. The team to finish first will be crowned the champions, earning the ultimate bragging rights and the grand prize. The top three competitors will also walk away with prizes. Check-in will begin at 3:30 p.m., with the challenge kicking off at 4 p.m. To register for the free event, sign the waiver and learn more, visit the website [here](#).

Post competition, diners can refuel and rehydrate with El Chingon’s signature cocktails, such as **Texas Ranch Water**, made with Astral Blanco tequila, lime and Tajín topped with Topo Chico; the **Border Crossing Fruit Cart**, made with Smirnoff Spicy Tamarind vodka, pineapple, watermelon, dry, curaçao, almond orgeat, chamoy and Tajín; or the **Madero**, made with Real Del Valle tequila, house-made watermelon cordial and Tajín, all priced at \$15.

Spectators and snackers can get in on the action by enjoying El Chingon’s new menu selections, including **birria pizza**, a 16-inch flour tortilla topped with slow-braised beef birria, mozzarella cheese, onions and cilantro with avocado cream and a side of consomé for dipping, priced at \$28; the **1920 Cubano**, inspired by adjacent Havana 1920’s award-winning sandwich, made with slices of slow-roasted pork, ham, Swiss cheese, pickles and mustard between two slices of authentic Cuban bread, priced at \$17; **Doritos nachos supreme**, an extra-large bag of nacho cheese Doritos topped with queso ahumado, pico de gallo, Chingon cheese blend, jalapeños, avocado cream, Mexican citrus cream and chiles toreados, priced at \$16; among others.

El Chingon’s full menu of Mexican favorites, handcrafted cocktails, bottle service options and more will also be available. More information about El Chingon is available on the website at www.ElChingon.com/San-Diego.

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About El Chingon

El Chingon opened in March 2017 at 560 Fifth Ave., bringing “Bad Ass Mexican” to San Diego’s bustling Gaslamp Quarter. Designed to capture the spirit of Mexican revolutionary, Pancho Villa, and his pistoleros, El Chingon serves traditional Mexican food with elevated ingredients, paired with cerveza and an expansive beverage menu with a specialty in agave-based cocktails. El Chingon is open 11 a.m. to 2 a.m. Monday through Sunday. More information about El Chingon is available on the website at www.ElChingon.com/San-Diego, by calling 619-501-1919 and on [Facebook](#) and [Instagram](#) at @ElChingonSD.

About GBOD Hospitality Group

GBOD Hospitality Group was founded in 2012 by brothers Raymond and Patrick Davoudi in San Diego with the opening of [Mezé Greek Fusion](#) in San Diego’s Gaslamp Quarter. Building on the success of Mezé, the brothers engaged a new partner in hospitality veteran Joe Santos and set their sights on building a portfolio of dynamic hospitality brands. GBOD took over operations of [Prohibition Lounge](#), an underground speakeasy at 548 Fifth Ave., in February 2017; and introduced two new concepts the same year: [El Chingon Bad Ass Mexican](#), located at 560 Fifth Ave. and [Havana 1920](#), located at 548 Fifth Ave. GBOD expanded to a new market for the first time with the opening of [El Chingon Bad Ass Mexican](#) and [La Chingona](#), El Chingon’s private event space, in Fort Worth, Texas. In 2023, GBOD Hospitality Group grew its San Diego footprint, acquiring Little Italy dining destinations [Bencotto Italian Kitchen](#) and [Monello](#) located at 750 W. Fir St. in the heart of Little Italy. GBOD plans to continue introducing the company’s concepts to new markets, as well as developing new sister companies in related industries. More information is on the website at www.gbodgroup.com, and on [Facebook](#) and [Instagram](#) at @GBODGroup.

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