

PHOENIX Business Journal

EXCLUSIVE: High end Hollywood Mexican restaurant, Toca Madera, announces new location at Scottsdale Fashion Square

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Phoenix Business Journal

Monday, Feb. 26, 2018



Toca Madera, an upscale Mexican restaurant based in West Hollywood, California, will open its next location in the luxury wing of the Scottsdale Fashion Square.

The mall, owned by Santa Monica, California-based Macerich Co. (NYSE: MAC), is undergoing a multimillion-dollar renovation on the property's north side off Goldwater Boulevard. Toca Madera will join the already-announced Ocean 44 to flank the entrance of the mall's new wing.

"Making something already exceptional even better is driving the luxury renovation at Scottsdale Fashion Square, and that means creating opulent settings for shoppers to unwind and refresh," said Michael Guerin, Macerich's senior vice president of leasing. "The addition of market-exclusive culinary concepts like Toca Madera, along with some of the world's most respected retail brands, reinforces the property's reputation as the market's dominant luxury destination."



PROVIDED BY TOCA MADERA

Toca Madera restaurant in West Hollywood, California.

Scottsdale Fashion Square's luxury wing is expected to open in fall 2018 with [Dillard's](#) and [Neiman Marcus](#) as its anchors. Toca Madera is slated to open during February or March 2019.

The restaurant, developed by Los Angeles-based hospitality firm the Madera Group offers traditional Mexican cuisine with a modern approach. Toca Madera's Scottsdale location will be part of the Madera Group's expansion of that concept and the group's fast-casual concept, Tocaya Organica, which also will open inside Scottsdale Fashion Square's luxury wing.

"Scottsdale has always been an extension of California for us," said [Tosh Berman](#), CEO and co-founder of the Madera Group.

Being just a short flight from L.A. enticed Berman and his team to Scottsdale, he said. That will help them manage the Arizona location, he said, adding Macerich's plan for the luxury wing of Scottsdale Fashion Square was a big selling point.

"It is so on brand for us," he said.

At 8,000 square feet, the Scottsdale Toca Madera location will be close to three times the size of its flagship restaurant in West Hollywood. Berman said the two locations will have similarities, especially when it comes to the menu, but the Madera Group is trying different things at the Scottsdale location. For example there will be an open kitchen so customers can see how food is being prepared. There also will be a ceviche bar, which will operate similar to a sushi bar, Berman said.

In L.A., Toca Madera has a lounge and bar feel as well as a sit-down restaurant. Berman said in Scottsdale there will be a traditional dining room. In the same building, but in a different space, there will be a lounge that will be more high energy with a DJ. Berman said it will be a great place for people who want to eat a great meal and then go hang out at the lounge.

Celebrities are frequently spotted at Toca Madera's West Hollywood location, including reality star [Kylie Jenner](#), singer [Frank Ocean](#) and actor [B.J. Novak](#).

While there still is a lot of planning to go into the Scottsdale restaurant, Berman said he expects the restaurant to hire around 100 people.