

# New York Rag



## La Churreria Reopens After Pandemic Closure

The irresistible smell of freshly fried dough wafts through the streets of Nolita once again...La Churreria reopens its doors today on Wednesday, September 8th, 2021, offering New Yorkers the taste of traditional Spanish treats.

Owner Jesus 'Lolo' Manso, originally from Valladolid in the heart of Spain, has been sharing his passion for traditional Spanish cuisine with New Yorkers for many years, introducing them to the wonders of paella and tapas at the three locations of Socarrat Paella Bar. In 2011, Lolo opened La Churreria and introduced diners to another Spanish tradition: Churros. La Churreria now returns after a 18-month hiatus to offer churros that can be enjoyed all day in a casual café set-up.

La Churreria offers these perfectly crisp and golden Churros (\$4 for 5, \$8 for 10, \$11 for 15) and smaller Churro Bites (\$5) with an option to add decadent dipping sauces such as strawberry, matcha, chocolate and dulce de leche (\$2), as well as Stuffed Churro (\$4), with nutella, dulce de leche or matcha – to be enjoyed for breakfast, afternoon snack, and dessert as they do in Spain. A unique and new photo-friendly creation is their Churro Lollipop (\$4), a coiled churro on a stick, half-covered with chocolate and rainbow sprinkles (sauces and toppings can be customized.) Churro Ice Cream Sandwiches (\$6.5) are also on the menu, along with Milkshakes (\$9) made with Il Laboratorio del Gelato ice cream and served with two churros.

On the savory side, Churro Egg Sandwich (\$8), with Soft Scrambled Eggs, Jamón Serrano and Queso Manchego on a Churro bun, is available all day, along with Bocadillos (\$8), Spanish mini-baguette sandwiches with choices such as Tortilla egg-potato omelettes, Serrano ham and Mixto with jamón serrano, Manchego cheese and tomato & olive paste, and Morning Sandwiches (\$7) with two scrambled eggs with your choice of topping (choose from jamón serrano, avocado and cured salmon). Their beverage menu features coffee, chocolate, tea and Spanish KAS soda.

The 12-seat-café is inspired by the classic cafeterias in Spain. An 18-foot floating mural made out of custom black and white tiles inspired by traditional Talavera tile designs also serves as a social media friendly visual anchor of the space. La Churreria is open from 11 am to 7 pm on Tuesdays to Thursdays, 10 am to 8 pm on Fridays and Saturdays, and 10 am to 6 pm on Sundays. The café is closed on Mondays.

