
HMSHost launches Latin and tequila restaurant concept

By **Rick Lundstrom** on February, 9 2018 | Airline & Terminal News



La Familia at LAX

Latin cuisine and high-end tequila are growing dining trends across North America. Now, global restaurateur HMSHost is serving this demand in airports with the introduction of **La Familia**, a cocktail bar and restaurant where travelers can sample flavors from across Latin America, enjoy contemporary craft cocktails and an assortment of select tequilas.

La Familia has opened in Los Angeles International Airport in Terminal 3 and in Broward County's Fort Lauderdale-Hollywood International Airport in Terminal 1, with additional locations in the works.

"Latin America is a wonderfully diverse region with a varied and rich culinary landscape. We created La Familia to give travelers a true taste of this diversity with a variety of flavors and on-trend regional specialties, coupled with an expansive menu of select tequilas and an edgy, art-forward design. The sights, sounds, and aromas of La Familia create a truly unique dining experience and we look forward to delighting our guests - and their senses - with this latest creation." said HMSHost Executive Vice President of Restaurant Development Stephanie Havard, in today's announcement.



La Familia at Fort Lauderdale International Airport

La Familia means “the family.” La Familia’s food features the bold and complex flavors of Latin cooking. La Familia’s street taco menu offers staples such as Baja Beer Battered Fish and Fire Roasted Chicken, and more contemporary tacos such as Pork Belly, and Roasted Portabello. Beyond tacos, vibrant tastes shine through in dishes like Arepas De Carne Asada, Pork Belly Tamal, and Arroz Con Pollo; and menu creations like the Tostones Bravos made with golden brown plantains, pork carnitas, jicama, and avocado-jalapeno crema round out the meal.

Breakfast includes the Breakfast Torta on a telera roll with scrambled eggs, smoked bacon, guacamole, queso blanco, chipotle aioli, and tater tots.

La Familia features a selection of more than 80 tequilas – blanco, reposado, anejo, and extra anejo varieties are all available at a range of price points. A collection of mezcal, original cocktails, and beers are available, and any of the beers can be upgraded to a homemade Michelada cocktail.

La Familia creates an ambience that pays tribute to the blue agave plant—with bright blue hues and geometric applications of the shape of the *piña* – the heart of the plant that is used to produce superior tequilas. Mexican Day of the Dead artwork spills off the menu and is incorporated into murals and other elements of each location.