

Juan Licerio Alcala Named Executive Chef Of New Grand Velas Los Cabos, Opening Late 2016

Cabo San Lucas, Mexico (August 25, 2016) –Juan Licerio Alcala has been named Executive Chef of the new Grand Velas Los Cabos, the fifth property of the family owned and operated Velas Resorts opening in late 2016. In his new position, he is responsible for the “Beyond All-Inclusive, Beyond All Compare” resort’s highly anticipated gourmet specialty restaurants with food, creativity and presentation comparable to that of top restaurants in world capitals. These include Cocina de Autor, the resort’s signature restaurant; Frida, offering Mexican fine dining; Piaf, which serves gourmet French specialties; and Lucca, with a menu of traditional Italian cuisine. In all, he will oversee six restaurants, multiple bars, and the catering operation of the 306 all-suite, uber luxury resort. The appointment is effective immediately.



With over two decades of successful experience, Licerio’s culinary skills are international ranging from Mexican, Italian, American, French, and Spanish to Indian, Middle Eastern, Caribbean, Latin, Asian, and Thai. He has also spent time honing his skills in molecular gastronomy and healthy lifestyle cuisines tailored to specific diet-dependent conditions such as diabetes, heart disease and gluten-free, as well as unique dietary preferences including macrobiotic, raw and vegan diets. Most recently, he served as executive chef of the Princess Mundo Imperial in Acapulco and, immediately prior, the Pelican Hill in Newport Beach. Licerio has also spent time managing and working in food & beverage for Four Seasons, Fairmont, Capella, and Ritz Carlton throughout the US and Mexico. He is originally from Durango, México.

For reservations or additional information, please call 1-888-407-4869 or visit www.grandvelas.com.

About Grand Velas Los Cabos:

Opening in late 2016, Grand Velas Los Cabos on Mexico’s Baja Peninsula is the fifth property of the family owned and operated Velas Resorts. Located between Cabo San Lucas and San Jose del Cabo, the \$150 million beachfront property will offer the next generation of all-inclusive amenities and facilities with



dramatic ocean views and unique spaces infusing every area of the resort. All 306 ocean view suites are over 1,180 sq. ft. with private terraces and personal plunge pools while duplex wellness suites have designated wellness amenities and insuite juice bars. Grand Velas Los Cabos features five gourmet restaurants with an extensive beverage program and wine based features inspired by the proximity to the region producing Mexico’s fine wines. A staff ratio of 3 to 1; 16,370 sq. ft. convention center with the capability for 20 breakout rooms; 19,375 sq. ft.

Leading Spa with 20 treatment rooms and hydrotherapy facility; three pools, including one adults-only; and pool and beach concierges are available. Rounding out the list of amenities and services are a Life Fitness Center with personal trainers, exercise programs, yoga, Pilates and meditation; recreational activities program; separate teens' and kids' club facilities and activities program; 24-hour personalized butler concierge service; and 24-hour insuite service. A gallery of contemporary art will continue the company's commitment to bringing the art, fashion and culture of Mexico to guests. The curved, half-moon design of the hotel will catch eyes along the corridor with an iconic grand entrance that's open air, three stories high and over 300 ft. above sea level. All of this beachfront, just 35 minutes from the Los Cabos International Airport which directly services over 40 destinations in the United States, Canada and Latin America. Velas Resorts are operated by Eduardo Vela Ruiz, majority owner, founder and president of Velas Resorts, with brother Juan Vela by his side, vice president of Velas Resorts. For reservations or additional information, please call 1-888-407-4869 or visit www.grandvelas.com.