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Full Moon Margarita Madness in Portland, ME

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By Jan Ross

Margaritas. Is there any drink quite like them? Original margaritas with the salty rim, flavored margaritas with everything from raspberry to mangoes – you simply can't go wrong with a great margarita. Not only are they a wonderful drink, they seem to conjure up a party mood, a fun mood, a mood that just screams "fiesta!"

At the Margaritas restaurant in Portland, Maine they know how to make a really great margarita. And they also know how to put together a truly excellent fiesta. In 1985, in Concord, NH, Margaritas co-founder John Pelletier acquired his first Mexican restaurant and it quickly became the place for great Mexican food and an even better margarita.

John's brother Dave joined him in the restaurant business and, as they expanded the Margaritas locations, they took trips to Mexico regularly to find new and unique items for the menus and the restaurants. Great ingredients, colors, food, art, music, drinks – all combine to create a wonderful experience. On these trips, they immerse themselves in the culture and local art, sample the traditional dishes and spend time with the people to appreciate their warm hospitality. They often take restaurant employees with them on these trips and each time they bring back something different – a new dish, new décor or a piece of art to display in one of the restaurants.

On Wednesday, November 28 on the night of the next full moon, you can experience all the fun of Mexico, have a fabulous margarita and help a local charity as well. Plenty of giveaways, contests, special menu items and fun and excitement are the order of the day – or night – at these events. Area businesses supply fantastic prizes and you can win pretty much anything from a t-shirt to a skydiving experience. The best part of the fun is that 5% of the evenings gross sales are donated to a local charity.

Each event runs from 4:00 PM to 1:00 AM and is hosted by a Margaritas employee. Area businesses who have participated by donating prizes are highlighted and some are promoted for the whole month leading up to the event. Benefiting charities from the evening are encouraged to spread the word via newsletters and word of mouth to increase the turnout and charity representatives are often on hand to discuss and answer questions



about their charity. Four charities per restaurant per year are highlighted and receive the donation. Since 1994, the Full Moon Margarita Madness events have donated more than \$500,000 to local charities.

Have you found the perfect margarita yet? This might be a great opportunity!

http://www.margs.com/promotions_and_events/full_moon_margarita_madness

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