General Concept

Simple, Organic & Healthy Sustainable Food.

To combine the best local organic ingredients, to produce simple, healthy, great tasting food, to be enjoyed in a family friendly farm to table setting.

Our guests will experience the feel of a small functioning Baja farm and take a glimpse of where our food comes from and how it is produced. Our mission is to bring healthy, organic, gourmet dishes to the reach of middle class locals and become a meeting place for family and friends to be enjoyed any day of the week for breakfast, lunch, dinner or drinks.
From our produce to our meats they will be either grown on location or sourced from local organic farms in order to offer the most nutrient rich and true food experience to our guests. We stand by the mantra we are what we eat, at El Huerto only the best local organic produce and free range naturally feed meats will be served.

Our creations will be inspired by Baja California’s unique flavors, from land to sea creating a simple gourmet menu that will change and adapt to local produce growing seasons and what is being currently harvested on site. Good farm food can’t be complete without great BBQ.

Our base menu will include indulging grass feed beef and lamb items and a once a week smoked BBQ offerings prepared from our outdoor smoker, clay oven and open fire pits to the style of renowned chef Francis Mallmann. In addition there will be an outdoor brick oven producing some delicious pizza creations that will serve to also complement a well-designed and healthy kids menu.
The bar will be located separately from the main restaurant to be able to remain open at latter hours and be accessible for events. El Huerto will offer a great selection of craft Mexican beers from established and upcoming local and northern Baja breweries.

Most of the beers will be available on tap including a small hand picked selection from San Diego local breweries. Our Wine will be stored in an underground cellar, which will also be available for private dinners and have storage capacity for customers’ wines as well.

Most of our wine offerings will be concentrated in Mexican wineries from the Valle de Guadalupe region with some hand selected offerings from Temecula valley and Santa Barbara wine regions. A great effort will be made to offer exceptional and uniquely prepared mixology that incorporates our farm fresh ingredients with unique Baja made liquors and Mexican spirits.
Building & Landscaping Design

General design theme for buildings will be inspired by pre-1900 Baja building architectural elements similar to what is found at el Triunfo Mining town. These elements will be incorporated into the main entrance of the restaurant to emulate a deteriorated old building façade showing exposed brick substructure, cracks and surface imperfections.
Features

Integrated to the restaurant design will be a climate controlled seating section for about 20 dining tables.

This space will have the ability to completely open up and integrate that space to the open area during the months when A/C is not required. Regional stonework will also be integrated to architectural design in certain dividing and perimeter walls and pathways. Any exterior shaded area will be shaded using palo de arco.

The restaurant’s center courtyard will include 2 to 3 individual fire pit lounge areas that will surround a fire fountain.
The visual field for guests will include 8000m² of organic orchards that will supply most of the restaurants produce needs. In addition a 450m² reservoir will be integrated to the restaurant's grass event area and will supply the needed water storage for irrigation and serve as an attractive visual element.

To aid in the appeal to locals with families, the restaurant will include on its premises a small farm petting zoo and offer pony rides thru the orchards on the weekends.

Adding to this appeal will be a shaded sand box and high quality children’s playground.
Our Vision

To become the benchmark, for ethically sustainable gourmet food production and help promote healthy eating habits within our community, to generations to come. One smile and dish at a time.