

Minero[®]

PRESIDENT, NEIGHBORHOOD DINING GROUP
David Howard

EXECUTIVE CHEF / PARTNER
Sean Brock

CHEF DE CUISINE
Wesley Grubbs

155 EAST BAY STREET // CHARLESTON // 843.789.2241 // MINERORESTAURANT.COM
TWITTER.COM/MINEROCHS // FACEBOOK.COM/MINEROCHARLESTON // INSTAGRAM.COM/MINEROCHS

THE CONCEPT



Minero is a casual Mexican eatery from Neighborhood Dining Group, located on East Bay Street in historic downtown Charleston, SC. The food is affordable and served in a fun and lively environment. James Beard award-winning Chef Sean Brock offers a collection of dishes inspired by the flavors and culture of Mexico.



155 EAST BAY STREET // CHARLESTON // 843.789.2241 // MINERORESTAURANT.COM
TWITTER.COM/MINEROCHS // FACEBOOK.COM/MINEROCHARLESTON // INSTAGRAM.COM/MINEROCHS

THE NAME

Named after the Spanish word for “miner”, Minero represents the storied history of the taco, which supposes that Mexican silver miners named the dish in the 18th century. The word “taco” referred to the dynamite miners used to excavate the ore in the mines, which was made of pieces of paper wrapped around gunpowder and inserted into the holes carved in the rock face.



THE TORTILLA

Chef Sean Brock's long-time obsession with dried corn (it's responsible for many of his favorite things, like grits and bourbon) lent itself perfectly to making tortillas, the backbone of Mexican cuisine. The Minero team tasted over 40 varieties of corn before choosing three favorites from purveyors Masienda, Geechie Boy Mill, and Anson Mills.

Brock calls learning to make tortillas one of the hardest things he's ever done. After many sleepless nights, and months spent making and eating tortillas every single day, Brock likens the process to making cornbread or biscuits. It takes daily repetition and developing a feel for it in order to become good and achieve results. He and the Minero team grind the corn using a traditional nixtamalization process to make fresh masa twice a day, which results in a truly authentic corn tortilla.



THE BEVERAGES

Minero's beverage program was developed by Cappie Peete, Beverage Manager at McCrady's, and features an extensive tequila and mescal selection, a small unique wine list, beer, and cocktails inspired by the flavors of Mexico.

THE SPACE

Simple, clean and uncluttered, Minero features white-washed historic Charleston brick walls, hardwood floors, a tin ceiling and worn leather banquettes. Designed by Michael Shewan of Michael David & Associates in Charleston, SC, the space features a six-seat counter and a 1000-square-foot dining space that accommodates 50 for table service in a casual, fun and energetic environment.

THE FACTS

MINERO IS MANAGED BY THE NEIGHBORHOOD DINING GROUP
NEIGHBORHOODDININGGROUP.COM

NO RESERVATIONS

HOURS

Sunday through Thursday: 11 a.m. to 10 p.m.
Friday and Saturday: 11 a.m. to 11 p.m.

FOR MORE INFORMATION, PLEASE CONTACT

Melany Mullens at Polished Pig Media
Melany@polishedpigmedia.com
540.314.8089