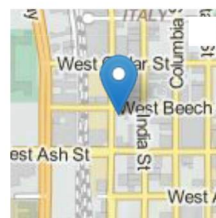


## Name Revealed for Javier Plascencia's Little Italy Project

Friday, August 22, 2014, by Candice Woo

Eater readers have been hungry for more details on the [highly anticipated new restaurant](#)



**BRACERO**  
1490 Kettner Blvd San  
Diego, CA 92101

[GIANT MAP](#)

<http://sandiego.eater.com/archives/2014/07/02/little-italy-gains-new-concept-by-chef-javier-plascencia.php> from chef **Javier Plascencia** that's **due in Little Italy by Spring 2015**.

We've got a name for you, and more details on the concept that'll be showcased in the 4,800-square-foot space. It will be called **Bracero: Cocina Mexicana de Raiz**. Meaning "one who works with their hands & arms", the name is derived from the Bracero Program, which brought millions of agricultural laborers from Mexico into the U.S. starting in the early '40s.

Inspired by the Plascencia Group's existing restaurants, including [Romesco](http://romescomexmed.com) and [Finca Altozano](http://fincaltozano.com), the **menu will be mostly modern Mexican cuisine**.

According to Steve Donlon of Ariel Suites, where Bracero will keep company with **Pan Bon**, an [Italian market-meets-eatery](#), <http://sandiego.eater.com/archives/2014/08/12/all-day-italian-food-hub-in-the-works-for-little-italy.php> and a natural grocery store, major construction should start in October. Each floor of the bi-level restaurant will have a **bar, kitchen and heated patio**; first floor dining will be casual, with no reservations, while the second level will take reservations and offer a more high-end experience. The upper bar plans to be dedicated to craft liquor from Mexico, including mezcal and tequila.

[Jaime Partners](http://jaimepartners.com) (Comun Kitchen & Tavern, Kettner Exchange) is overseeing the buildout while [Bells & Whistles](http://www.allthebellsandwhistles.com) (Sycamore Den, Sea & Smoke) is signed on to design the space.

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