





Mex on Main selected as new restaurant name

By [Steve Coulter](#) on October 16, 2015 in [Business](#), [Features](#), [News](#), [People](#) · 0 Comments

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Photos taken in July of the construction going on at Long Hill Marketplace, where Mex on Main will be located.

A month-long naming contest that yielded over 300 entries has concluded, and Trumbull's new restaurant finally has an identity — and its first loyal customer.

Mex on Main was the name selected for the Mexican restaurant scheduled to open at 6528 Main Street in February 2016, and the contest winner was Trumbull resident Robin Tanase.

"She actually lives right behind our location and she has a couple of kids who love burritos and tacos so that's exactly what we wanted," said co-owner Nick Montanaro. "When she comes in to buy food for her kids she'll get a free entree of her choice every week for a year."

With the grand prize for the winner announced in early September, Montanaro was able to draw large participation from the community that surrounds the Long Hill Marketplace.

Some of the other names considered were Trumbull Taco, Mexican Grill on Main, Mexican Village Grill, and Colina Larga — Spanish for Long Hill.

"We had a lot of great suggestions but what it came down to was choosing something simple — something that was short and sweet," Montanaro said.

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“From an advertising perspective, we were told to choose something that included our location so this name really was the best...”

“Ultimately, we went with a name that wasn’t Spanish but something that the community could identify with pretty easily,” he added.

In September, Montanaro opened up the contest after he and his business partner were having a tough time picking the right name.

“I have kids in the high school, so I told them to ask their friends for some ideas and we’d give the winner a free burrito or something every week,” he told The Times before the contest started.

“Soon enough, I had eight or ten texts in my phone and they just kept coming in,” he added. “That’s when we decided to open the whole thing up to the community and see what kind of names they could come with for our place.”

Montanaro, who works as an AllState Insurance agent in Trumbull Center, wanted to thank all the people who submitted names and participated in the fun, name game.

“We had a lot of people in the running, a lot of good names to choose from,” he said.

“We want to thank everybody in the community for their participation and we look forward to our grand opening party early next year.”

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