

FOR IMMEDIATE RELEASE

W. VinZant Restaurants announces Celebrated Operator Matthew McCartney Return to The Latin King, Des Moines' Iconic Italian Institution

Des Moines, IA — The Latin King, one of Iowa's most storied and beloved dining institutions, is proud to announce a transformative new chapter: the return of respected hospitality leader **Matthew McCartney** to the restaurant where his career first began. This partnership signals a revitalized commitment to excellence, culture, and guest experience at one of the Midwest's most iconic dining destinations.

McCartney started his journey inside The Latin King decades ago, learning the service, hospitality, and leadership fundamentals that would fuel his rise to leading some of the region's most successful restaurant groups. Now, supported by the operational strength of W. VinZant Restaurants, he returns with a renewed mission to restore, elevate, and re-energize this beloved Des Moines landmark.

"This isn't just a return — it's a reinvestment in a legacy that shaped my entire career," said Matthew McCartney. "The Latin King is a place that means something to this city, to generations of families, and to me personally. Our goal is to honor the tradition while raising the bar for what hospitality in Des Moines can look like."

Leaders at **W. VinZant Restaurants** echoed this excitement and emphasized their commitment to supporting the next era of The Latin King.

"The Latin King is an institution, and institutions deserve investment, leadership, and vision," said Whitney VinZant, Owner of W. VinZant Restaurants. "By bringing Matthew back to where it all started, we are positioning The Latin King for long-term success. We're committed to developing people, elevating service, and ensuring this restaurant remains a cornerstone of the community."

This renewed partnership will drive significant enhancements across the business, including:

- **Elevated hospitality and guest-first service standards**
- **Enhanced team training and leadership development programs**
- **Investment in culture, people, and operational excellence**
- **A modernized approach that preserves tradition while evolving the experience**

As The Latin King enters this exciting new era, W. VinZant Restaurants and Matthew McCartney are united in their commitment to keeping its history alive while building its future stronger than ever.

More Information about Matthew McCartney....

Matthew McCartney began his **professional restaurant career** in January 2011 at the iconic Latin King, where he served as the in-house sommelier, formally trained through the International Wine Guild. His **passion for Italian wine and food is unparalleled**, and over the next decade, his dedication to hospitality and elevating the guest experience led him into ownership, ultimately becoming a minority owner and the Managing Partner of the Latin King. He remained in that role until the restaurant was sold to the W. VinZant Restaurant Group in the spring of 2021.

Following the sale, Matthew joined Fleming's Prime Steakhouse & Wine Bar, where he spent the following years as **the National Traveling Manager**, assisting and developing teams while supporting locations across the country, strengthening operations, and upholding high-level service standards. He was also a **founding member of Fleming's Liquor Cabinet**, which provided essential support to the Manager of Beverage Options in curating and maintaining world-class wine and spirit programs.

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Outside of work, Matthew is a devoted husband to Timberly McCartney, a successful West Des Moines salon owner, and together they share a wonderful son who is the heart of their family. **They are proud residents of the Southside of Des Moines and remain closely connected to their community.**

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