



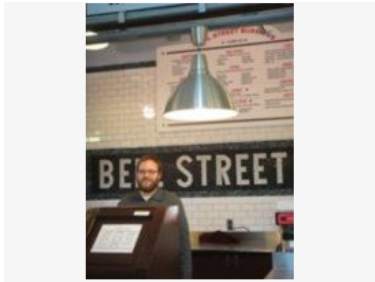
EastAtlantaPatch 73°

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The Neighborhood Files, Business

Muy Caliente! USA Today Names Bell Street Burritos Among 10 Best In The Nation

Planned second location in East Atlanta Village falls through
By [Péralte Paul](#) | [Email the author](#) | April 29, 2011



As a former religion professor at Morehouse and Spelman colleges, Matt Hinton knows a thing or two about devotion.

These days, though, he's dealing with a kind of devotion that's decidedly more Earth-bound.

And thanks to an [article in USA Today's](#) Friday editions, Hinton is likely to get a lot more of it.

Hinton is the owner of the popular Bell Street Burritos, an eatery at the Sweet Auburn Curb Market he opened last September.

USA Today named it one of the 10 best places in the country to eat a burrito.

"The beans are tender, the red sauce is just spicy enough, the green sauce is full of tomatillos, cilantro and jalapeño," wrote reviewer Dave Baldwin, an editor with [Thrillist.com](#).

High praise for Hinton, who started the business two years ago from his West End home kitchen, making the burritos to deliver them at first to friends and then friends of friends in Atlanta and Decatur.

"It sounds great to me," Hinton told EastAtlanta.Patch.com. "I like the burritos a lot myself."

In fact, he started it as a way to to supplement his income. As an adjunct professor, the number of classes he taught shrunk when the economic downturn led to a dip in student enrollment at Morehouse a few years ago.

He called it West End Burritos in homage of his neighborhood, renaming it Bell Street for the road that runs alongside the Sweet Auburn Curb Market.

Surprised by the national recognition, he credited it to his customer base at the Sweet Auburn Curb Market.

"I've got a consistent and loyal fan base over here."

Indeed, it's that fan base that prompted him to expand to a second location.

That second spot was to be in the former Wachovia Bank branch building on Glenwood Avenue in East Atlanta Village.

But that deal with Eric Kaiser, who purchased the 1,800-square-foot bank building out of foreclosure last year, fell

Kaiser, who owns [Grant Central Pizza](#) in East Atlanta and its sister location in Grant Park, could not be immediate

Hinton said he still plans to open a second location but it likely won't be in East Atlanta.

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He said he's working on deal to secure a spot in another Atlanta neighborhood.

Though he declined to specify which neighborhood, he said it would be in an area adjacent to Poncey-Highland.

He added announcement could be forthcoming by late May.



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