



**Real California Burritos & Tacos**

**Press Release: 20.11.2017**

### **Tortilla Celebrates 35th Restaurant Opening On 10th Year Anniversary**

In 2007, local Californian burrito and taco joint Tortilla opened its first restaurant in Islington London. Ten years on, Tortilla is celebrating the opening of their 35th store in Putney London – this time with a twist.

Tortilla Putney is only 700 square feet, half the usual size of a Tortilla restaurant, but will trade exactly as its larger counterparts do.

The new-concept store will continue to sell the same food loved throughout the UK, with a larger focus on targeting customers on-the-go. With all the signature Tortilla designs, the restaurant will be able to cater for up to 20 covers.

Managing Director Richard Morris says the new 'Tortilla 800' concept (sites less than 800 square feet) will be a hugely innovative step forward for the business.

"With the increasing demand on sites, higher rents, rates and lack of availability in high street locations, the 'Tortilla 800' concept means we can compete for sites previously not on our radar. The model allows us to set up in smaller residential, or office-based areas with lower costs, and still deliver the required sales due to a higher percentage of take-away and delivery. We have some seating so we will still offer the same cool, interiors associated with the brand, just in a smaller environment."

This is the third store opening for Tortilla this year, following on from the successful launches of Kingston in May and Dalston in September.

Tortilla Putney officially opens to the public on Saturday, 25th November. To celebrate, Tortilla is offering the public free lunch on Friday, 24th November, between 12noon – 2pm. More than 300 people are expected to attend, take-away of course!

**-ENDS-**