

TORTILLA

Real California Burritos & Tacos

Tortilla opens its first Middle Eastern store in Festival City Mall, Dubai



UAE, 31 August 2016: Tortilla, the award winning London chain specialising in California-style Mexican food launched its first outlet in the UAE on 31 August 2016 with their regional franchise partners, eathos, the group behind popular F&B brands such as Sushi Art, Rita's and Kababji. Tortilla first opened its doors to the public in Islington, London in 2007 and after the successful expansion across the UK, is now set to bring a taste of California to Middle Eastern audiences, in Dubai's Festival City.

Hailing from The Golden State, Tortilla is the brainchild of Brandon Stephens and his wife Jen, who were brought together by their shared interests and love of good quality street food. The Stephens moved from California to London in 2003 and quickly noticed the lack of exciting, yet healthy fast food options in the capital, as well as a gap in the market for their favourite Mexican street food in California - fast, fresh and affordable burritos and tacos. This was the turning point that transformed their passion into a business. The pair went on to found the first Tortilla 'Real California Burritos & Tacos' outlet in Islington, London 2007. News of fresh, healthy and flavourful food served in casual environment soon reached visitors and media, and praise started pouring in. Today Tortilla has 29 restaurants in over 14 cities in the UK.

Dubai residents and visitors will be able to experience Tortilla for the first time with its Festival City Mall outlet. Tortilla's menu pays homage to Mexican street food inspired by San Francisco's Mission District. Whether it's a grab-and-go lunch, or dinner with friends and family, Tortilla aims to serve the best quality, freshest and most delicious burritos and tacos in the UAE.

The store design highlights the unique natural and raw elements seen throughout the brands portfolio, that draws inspiration from San Francisco's quirky and laid-back style. The Tortilla experience exudes a feeling of sunny California beaches and a relaxed state of mind, served with a smile.

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About Eathos:

Eathos is a highly specialised restaurant operator, headquartered in Dubai, offering local and international owners and franchisors unrivalled access to patrons across the growing population markets of Middle East, North Africa and Turkey (MENAT). eathos believes that the region's dynamic food and beverage sector presents a wide range of opportunities for the right brands with an innovative edge.

A passion for serving exceptional food makes eathos the perfect franchisee partner to launch, develop and revitalize successful dining concepts to provide guests with an impeccable dining experience.
www.eathos.net