

TORTILLA

Real California Burritos & Tacos



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Tortilla Opens Its Latest Restaurant In Dalston With Three More To Come By 2018

Tortilla, the local Californian burrito and taco restaurant brand known throughout the UK for their fresh ingredients and healthy alternative to Mexican fast-food, opened the doors to their 34th restaurant in Dalston on Saturday, just 3 months after opening their site in Kingston Upon Thames.

The 1,800 square foot restaurant is located on Kingsland High Street a stone's throw away from both Overground stations. The store opening has been highly anticipated by both Tortilla crew and locals with over 260 people signing up to the opening night within 48hrs.

Like many of the Tortilla restaurants, the Dalston store pays homage to their Mexican street food and San Francisco, Mission District inspired heritage with raw wooden beams and range of distressed metal paneling used to frame & decorate the store and of course, serves their signature menu focusing on delicious burritos and tacos.

Richard Morris, Managing Director, comments; Dalston is a great opportunity for us, it's an area where we see untapped potential especially being one of the only fast-casual restaurants on the high street. Dalston has been a 'must-go-to' area for many similar brands and we're incredibly proud to be one of the first there. We're also close to agreeing terms for three further stores, with the goal to open them before the turn of the year.

The opening of Tortilla Dalston is Tortilla's 34th store in the UK which officially opens Saturday 2nd September to the public.

-ENDS-

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BOILER PLATE:

Tortilla first opened in October 2007 and is the UK and Europe's largest fast-casual Mexican restaurant brand, with 37 locations launched across the UK and Middle East. Tortilla has worked hard to revitalise the way the British public view and consume Cali-Mex food. Whilst bringing a healthy, well-balanced alternative to the fast-food market through their offering, they remain high on the list of operators who insist on providing quality products that are ethically sourced and competitively priced.

Restaurants can be found throughout England, primary in London, Brighton, Bristol, Newcastle, Surrey, Leeds, Liverpool, Nottingham, Southampton and Birmingham as well as Cardiff in Wales, Glasgow in Scotland and Dubai, UAE. The end of 2017 sees Tortilla growing further throughout the UK, Saudi Arabia and the Emirates with Riyadh set to open shortly and 3 more in England by 2018

Founder Brandon Stephens moved to London from California in 2003 to pursue his MBA at London Business School, where he wrote the business plan for Tortilla.

"I grew up eating healthy, affordable burritos in California and I just couldn't find anything like it over here. As the concept evolved, it increasingly became evident that there was a strong market for fresh, affordable burritos and tacos."