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## **RECOGNISING RECORD SALES: TORTILLA UP FOR BEST CONCEPT AND EVOLUTION AWARDS**

Record sales and design innovations have seen fast-casual restaurant group [Tortilla Mexican Grill](#) nominated for two [MCA Retailers' Retailer Awards](#) for Best Concept and The Evolution Award.

Managing Director Richard Morris says the nominations are a tribute to Tortilla's unrelenting growth over the past two years.

"Our Like for Likes were up 6% last year and that's 9 years on the spin," Morris says. "Our offering is still proving hugely popular in the market and we've got several menu additions and new restaurant sites in the pipeline for customers to look forward to."

While its fully customisable menu concept, affordability and fresh approach to food preparation has enabled Tortilla to meet the rising demands of health-conscious consumers, the brand has also adopted several innovations to stay ahead of the game.

To combat delivery challenges, Tortilla opened their first "Baby" Tortilla in Putney – a site specifically designed to cater for residential online orders. At only 700 square feet, the [award-winning](#) concept is half the size of a regular Tortilla restaurant but with an evolutionary kitchen design that delivers the same offering as any other site.

"The "Baby" concept was a natural evolution for the brand and has been a major success," says Morris. "There are many more Putneys out there and we hope to open a few more this year."

Tortilla also opened their first backstage concept in their Bankside branch last year, with a second being trialled in Leadenhall. This concept, modelled off the delivery market's dark kitchen idea, saw a second servery being built behind the scenes in the restaurant to specifically process online orders so as not to interfere with customers' in-store experiences.

"By embracing the changes in the market and staying true to our core concept, we've managed to evolve some of our design thinking, to increase throughput without compromising our in-store customers," says Morris.

Celebrating the best concepts and individuals in the UK eating and drinking out sector, the annual Retailers' Retailer Awards brings together the senior tier of the industry to reward and recognise true excellence in the market. Votes come exclusively from senior executives within the sector. Winners' will be announced at the London event on 27<sup>th</sup> March.

The recent award nominations come on the back of Tortilla's win at the [Restaurant R200 Awards](#) last year for Best Value Restaurant Operator - Over 20 Sites.

"A great start to the New Year!" says Morris.

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