

TORTILLA TO LAUNCH NEW BROOKLYN LAGER-INFUSED BARBACOA BEEF

Move over steak and ale pies, beer-infused beef burritos are where it's at.

This May, Californian burrito and taco joint [Tortilla](#) are teaming up with beer pioneers [Brooklyn Brewery](#) to launch their new Brooklyn Barbacoa; a mouth-watering infusion of Brooklyn Lager and tender beef brisket, marinated and slow-cooked for 24 hours and served atop burritos and tacos galore for a limited time.

This uniquely delicious collaboration, launching May 3rd, sees the two brands come together for the first time – uniting the authentic tastes of Californian-Mexican and New York on UK soil.

Tortilla's Head of Food and inventor of the Brooklyn Barbacoa recipe, Martyn Clover, says the collaboration is a great opportunity to show off the delicious flavours of both beer and beef, "it's a match made in heaven!"

Inspired by the complex and complimentary flavours of Brooklyn Lager, Martyn spent 6 weeks developing and perfecting the Brooklyn Barbacoa recipe.

A spin on their existing barbacoa recipe, which champions high-quality grass-fed British Isle beef brisket and a secret blend of herbs and spices, Brooklyn Lager is added to the 24-hour marinating and cooking process to add a refreshing bitterness and floral hop aroma.

The final product is a pull-apart tender, rich and fragrant barbacoa that goes perfectly with the other fresh toppings and fillings in Tortilla's burritos, bowls and tacos; including fragrant Mexican rice, creamy black beans, their famous hand-smashed guacamole, Monterey Jack cheese, fresh pico de gallo salsa and freshly chopped jalapeno peppers.

"The refreshing bitterness and floral hop aroma of the beer marry perfectly with the rich stock of the barbacoa – just like the flavours you get from steak and ale, but better (of course)!" says Martyn. "Even after the first test cook, we knew we were on to something special."

Every dish is customisable to suit any diet or taste, and with less than 0.1% alcohol content (that all disappears in the cooking process), the barbacoa is safe for all ages to enjoy.

Available for a limited time only, Brooklyn Barbacoa can be enjoyed at all Tortilla restaurants nationwide – add to any main dish for only 75p, or grab a burrito and bottle of Brooklyn Lager for only £10.

As always, both brands endorse the responsible enjoyment of their products.

– ENDS –

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BOILER PLATE:

About Tortilla

Founded in 2007, Tortilla is your local burrito and taco joint, offering authentic California-style Mexican food to eat in or take-away. Fillings are prepared fresh in-store daily and with a fully customisable menu, there's a dish to suit all tastes. Now the largest fast-casual Mexican restaurant brand in the UK and Europe, Tortilla has more than 40 locations across the UK and Middle East. Restaurants can be found throughout England, primarily in London and as far North as Glasgow Scotland, West as Cardiff in Wales and South as Brighton and Southampton, as well as Dubai, Saudi Arabi, Bahrain. 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. More details at tortilla.co.uk

About Brooklyn Brewery

Founded in 1988, The Brooklyn Brewery is one of the foremost breweries in the world, currently ranking #11 in volume among United States breweries. While developing both delicious traditional styles and boundary-defying creations alike, Brooklyn Brewery produces award winning beers that are available in 27 states and more than 30 countries. More details at brooklynbrewery.com