

## TORTILLA LAUNCHES VEGAN OFFER AND NEW SOHO RESTAURANT

New vegan jackfruit and a rainbow restaurant opening in Soho are the latest additions to Mexican restaurant group [Tortilla](#)'s growing portfolio.

Rich, juicy and 100% vegan-friendly, Tortilla's new Jackfruit packs a punch – and arrives at the perfect time.

Tortilla Managing Director Richard Morris says the new jackfruit ticks all the boxes.

"We've combined our classic blend of Tortilla flavours with an exotic ingredient that is fresh, different and suits our brand perfectly," says Morris.

And it's not all about vegan. Tortilla wanted to diversify their menu with a tasty meat-free option for everyone, no matter the dietary preference.

While other food retailers have jumped on the meat-free trend earlier, Morris feels the company has made the right decision to hold back on its vegan offer.

"We've taken our time to develop a product that's right for us and for our customers. Jackfruit is on trend; people know what it is and have been asking for a premium veggie option for a while".

The new jackfruit is available to order atop all dishes: burritos, naked burrito bowls, tacos, nachos and quesadillas, nationwide from this Monday 29th July.

The same week Tortilla opens the doors to its 38<sup>th</sup> UK restaurant on Wardour Street in Soho, London. Tortilla Soho is the group's fourth 'Baby Tortilla' site and with a full rainbow exterior and interior, the restaurant is a welcome addition to the colourful neighbourhood.

Tortilla Soho is celebrating its opening with a free lunch for the public on Friday 2nd August, 12noon - 2pm (first come, first served). Register at [www.tortilla.co.uk](http://www.tortilla.co.uk)

– ENDS –

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**BOILER PLATE:**

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.

Tortilla opened in October 2007 and is now the largest fast-casual Mexican restaurant brand in the UK and Europe, with more than 45 locations across the UK and Middle East.

Restaurants can be found throughout England, primarily in London and as far North as Glasgow in 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.

*"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 became evident that there was a strong market for fresh, affordable burritos and tacos."*

More details at [www.tortilla.co.uk](http://www.tortilla.co.uk)