



## **TORTILLA TO REBRAND THREE CHILANGO SITES IN CITY OF LONDON**

***Move will complement existing Chilango sites in the capital, with Chilango 'virtual brand' implemented across Group's delivery kitchens***

**London, 8 August 2022:** Following its acquisition of Chilango in May 2022, Tortilla, the UK's largest fast-casual Mexican restaurant brand, announces the rebranding of three of the total eight Chilango sites acquired.

The update will see three Chilango sites in the City of London, at Brushfield Street, London Wall and London Bridge, move to the Tortilla fascia over the coming weeks, reflecting the expansion of the Tortilla brand across the capital.

Existing Chilango sites on Upper Street, Islington and Brewer Street, Soho, will continue to trade as Chilango branded restaurants, complimenting the Tortilla's trading nearby and offering greater choice to customers in those areas. The Chilango offer will also be utilised as a 'virtual brand' across the Group's delivery kitchens.

Taking the Group's UK-owned site number to 51, Tortilla Spitalfields on 32 Brushfield Street (E1 6AT) is set to open on Monday 8<sup>th</sup> August for takeaway and delivery.

To celebrate the launch in true fiesta style, Londoners can register at [tortilla.co.uk/spitalfields](https://tortilla.co.uk/spitalfields) and pop down to the new restaurant between 12:00-1.30pm\* on Monday 8<sup>th</sup> August for a tasty free lunch. The restaurant will also be offering 2-for-1 on burritos and naked burritos from Tuesday 9<sup>th</sup> – Thursday 11<sup>th</sup> August\*\* – the perfect excuse to treat a friend!

Openings in London Bridge (late-August) and London Wall (September) will delight city punters with even more tasty options, leveraged by Tortilla's reputation for a fresh, customisable and great-value offer.

The Chilango sites in Croydon Boxpark and Manchester are also due to be converted this year.

Tortilla's London expansion runs alongside its regional openings programme, including Lincoln (opening 12<sup>th</sup> August), Leicester, Coventry and others opening later this year.

**Richard Morris, Chief Executive Officer at Tortilla, commented:** "We're excited to be rolling out the Tortilla brand across these high-quality locations in the City of London, which were previously high performing Chilango sites, as well as continuing to trade the rest of the Chilango estate. They will give Londoners and visitors to the City even greater choice!"

**– ENDS –**



\*Customers can register at [tortilla.co.uk/spitalfields](https://tortilla.co.uk/spitalfields) and visit between 12:00-1.30pm on Monday 8<sup>th</sup> August 2022. The offer is available on a first-come, first-served basis, and while stocks last. The offer is subject to change without notice.

\*\*The 2-for-1 offer provides two burritos or naked burritos for the price of one – the lowest priced item will be taken off the bill. The offer is only valid when dining in and is available from Tuesday 9<sup>th</sup> – Thursday 11<sup>th</sup> August 2022. The offer is subject to change without notice.

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**About Tortilla Mexican Grill plc**

Founded in October 2007 by Brandon and Jen Stephens, Tortilla is the UK's largest fast-casual Mexican restaurant brand with a fully customisable and authentic California-style Mexican menu.

Tortilla operates more than 80 restaurants across the UK and through nationwide partnerships with Deliveroo, Uber Eats, Just Eat, SSP Group plc and Compass Group UK & Ireland. Internationally, Tortilla operates in the Middle East, with 9 stores in Dubai and Saudi Arabia through an exclusive franchise partnership.

Food provenance and quality is a critical component of our proposition. All fillings for Tortilla's burritos, tacos and quesadillas are prepared in-house and toppings are prepared fresh daily, free from artificial flavours or preservatives. The brand serves more than 5 million customers every year.

The brand is headquartered in London and employs more than 1000 people.

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