



TORTILLA LAUNCHES INAUGURAL LOYALTY CLUB MEMBERSHIP SCHEME

***More than 15,000 card downloads made in first two weeks since launch of Tortilla Club
Illustrates brand's popularity and strength of customer engagement***

London, 01 August 2022: Tortilla, the UK's largest fast-casual Mexican restaurant brand, is delighted to announce the launch of its loyalty club membership scheme, Tortilla Club.

The [Tortilla Club](#) will allow customers to earn stamps and redeem rewards including a free main of their choice after collecting nine stamps, and offers perks at birthdays, for 'saucy specials' and an initial eight stamps just for signing up. The scheme saw 15,000 card downloads in the first 2 weeks of launch.

The scheme is a key part of the Group's ambitious corporate growth strategy, specifically seeking to enhance active customer engagement through its clearly defined multi-channel marketing approach. This strategy also involves the use of partnerships, development of campaigns and a raft of exciting collaborations, which have already enabled Tortilla to start to build and maintain an ever-growing, loyal and diverse customer base.

The loyalty platform will continue to be managed within Tortilla's ePoS provider MCR Systems Ltd, while the digital loyalty card interface has been created bespoke by the Company's partners OrderPay.

Megan Burton-Brown, Head of Marketing at Tortilla, said: "We're really excited about the launch of Tortilla Club, and very proud that the scheme has already had such an incredible reception. This further reflects the brand's clear popularity and growing engagement with customers, which has been a key focus for the business over the last few years.

"Our down-to-earth marketing and digital strategy continues to be an important and effective driver of customer footfall to our restaurants, both during and post Covid, and has been successful in introducing new customers to our brand while continuing to engage those who frequently return. We can't wait to see more of this success as the Club continues to evolve into the future."

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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 eat in and take away locations across the UK and through nationwide partnerships with Deliveroo, Uber Eats, SSP Group plc and Compass UK & Ireland. Internationally, Tortilla operates in the Middle East, with 10 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.tortillagroup.co.uk