



Real California Burritos & Tacos



Tortilla and Applewood Vegan® kick off Veganuary with partnership

Tortilla launches new vegan partnerships to promote plant-based menu options in January

London, 4 January 2022: Real California burrito and taco joint Tortilla is teaming up with multi-award-winning vegan cheese brand Applewood Vegan to launch a Veganuary 2022 special.

From today, Tortilla lovers can dig into an Applewood Vegan Quesadilla* at 50+ restaurants across the UK, to eat in or takeaway after 2pm. The dish will also feature Tortilla's signature vegan chilli no carne, made with Club Cultured organic tempeh, grilled seasonal veggies and a side of tortilla chips, fresh salsa verde and hand-smashed guacamole.

Tortilla's Head of Food Martyn Clover, says: "We pride ourselves on having an option for everyone and a cheese alternative is the one thing our vegan customers ask for most. We're stoked to be giving it to them this Veganuary!"

Applewood Vegan cheese will also be available to add to Tortilla's other main items including the burrito, naked burrito and tacos in-store and on Deliveroo, for 50p.

Lisa Harrison, Marketing Manager for Applewood Vegan, says: "We're thrilled to be working with Tortilla this Veganuary. A YouGov survey from earlier this year showed that at least 5% of the population followed a vegan diet during the whole- or part of the month of January, and with restaurant groups such as Tortilla rolling out more vegan options, we're hopeful that this number will increase."

Tortilla and Applewood Vegan are both proud supporters of Veganuary UK.

Toni Vernelli, International Head of Communications and Marketing at Veganuary, says: "We're thrilled that Tortilla is launching a vegan quesadilla featuring Applewood Vegan this January. Veganuary's role is to help people choose plant-based foods, whether their motivation is health, planet, people or animals. And it is much easier to persuade people to try vegan if there is plenty of great-tasting, high-quality food like this readily available in our most popular restaurants."

Get to your local Tortilla this January to try for yourself.

*Quesadilla (pronounced kay-suh-dee-uh) is an authentic Mexican dish made with a tortilla filled with predominantly cheese and sometimes other meats, salsas, and fillings, and then cooked on a griddle or stove. Tortilla's menu describes it as a Mexican pizza!

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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 50 eat in and take away locations across the UK and through nationwide partnerships with Deliveroo and SSP. 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 of preservatives. In 2020, the brand served more than 4.4 million customers.
- The brand is headquartered in London and employs more than 700 people.
- More details at www.tortillagroup.co.uk

About Applewood Vegan®

- The Applewood is the UK's first major cheese brand to launch a vegan cheese alternative.
- Applewood Vegan is made in an allergen free factory negating the risk of cross contamination from dairy products.
- The key features of Applewood Vegan are that it is coconut based, it has Applewood's unique smoky flavouring and is free from dairy, lactose, soya, gluten and palm oil.
- Ingredients include: Water, Coconut Oil, Potato Starch, Modified Maize Starch, Yeast Extract, Salt, Natural Flavouring, Thickener (Carrageenan), Calcium Phosphate, Smoke Flavouring, Calcium Chloride, Colour (Carotenes), Paprika and Vitamin B12.
- It is approved by The Vegan Society.
- Applewood Vegan has won five awards including: the Gold award at the FreeFrom Food Awards 2020; Best Vegan Cheese in the 2019 Vegan Food UK Awards; Best Vegan Cheese For Melting in the Vegan Cheese Co. 2019 Awards; Highly Commended in the Dairy-Free category of The Grocer's New Product Awards 2020; and Highly Commended in the Best Vegan Cheese Brand Category in the Vegan Food and Living Reader Awards 2021.
- Applewood Vegan is part of a portfolio of vegan and dairy cheeses from Norseland, the UK's leading speciality cheese company and the first dairy company to launch a plant-based alternative to its leading dairy cheese brands.
- More details, go to www.flexifriday.co.uk