



Tortilla appoints new Head of People to drive recruitment in line with growth

Elisabete Tavares joins the rapidly expanding Mexican restaurant brand as it invests further in people and culture

London, 18 November 2021: Tortilla, the UK largest fast-casual Mexican restaurant brand, is delighted to announce the appointment of Elisabete (Betty) Tavares as its new Head of People.

As the business positions itself for strong future growth, Betty will have a crucial role in continuing to drive forward Tortilla's focus on fostering the best culture and environment for its people to thrive, investing in recruiting and retaining the best talent in the sector.

Betty has 12 years of experience in people management and human resources, and has a strong and proven track record in providing strategic direction and leadership across talent management, organisational planning, and spearheading the implementation and execution of HR programmes.

She joins Tortilla having previously worked on a consultancy basis with businesses across the food, leisure and restaurant sectors including casual dining chain Tasty Plc. Most recently she was Head of People at Fulham Shore plc, owner and operator of the Franco Manca and The Real Greek restaurant brands, and prior to this held roles at Oaxaca Ltd, owner of Wahaca, and the Azzurri Group.

Richard Morris, CEO of Tortilla, commented:

"We are really excited to welcome Betty to Tortilla. She brings strong sector experience and proven expertise in leading and implementing market-leading HR programmes, and will be a fantastic addition to the team at a time when we are further enhancing our HR proposition to ensure we recruit, retain and develop our people in the best ways that we can, and position Tortilla as a best place to work in our industry."

Betty Tavares, Head of People, commented:

"I'm thrilled to be joining Tortilla at such an exciting time for the business. I have been a huge fan of the brand and product for a long time, and am very much looking forward to helping to further enhance and retain the best team in the sector to deliver on our exciting growth prospects."

ENDS



Real California Burritos & Tacos

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About Tortilla

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 Just Eat and Deliveroo. 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 the brand's proposition and its success to date, with all fillings for its burritos, tacos and quesadillas prepared fresh daily and without 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 <https://tortillagroup.co.uk/>