



15 February 2024

TORTILLA ANNOUNCES DUAL DELIVERY STRATEGY
IN PARTNERSHIP WITH UBER EATS AND JUST EAT

Tortilla Mexican Grill PLC (“Tortilla”), the UK’s largest fast-casual Mexican restaurant brand, has confirmed Uber Eats and Just Eat as its delivery partners, following a review of the brand’s delivery strategy, which was announced on 20 December 2023.

Delivery is an important sales channel for Tortilla as the food offering is well-suited to being consumed off-premises.

The Group delivered more than 1.5 million mains across Uber Eats, Just Eat and Deliveroo in 2023, whilst maintaining an average of 4.6-star customer app rating. The Chicken Pibil Burrito won first-place for most ordered dish in 2023.

Whilst the Group’s multi-partner approach to delivery has supported strong growth in sales volumes and awareness, delivery commission charges have challenged margin performance. To mitigate this, the Group sought for a new delivery structure and to strengthen the relationship between fewer partners.

Furthermore, Uber Eats UK had the highest order growth in the industry in 2023, with Gross Bookings up nearly 20% year-over-year.

The refined strategy will see Tortilla collaborating on some exciting marketing efforts; including the launch of exclusive products and offers, and heavy investment into brand awareness to attract new customers through a growing UK customer base.

The recent review is part of a series of wider ongoing management initiatives as the Group remains focussed on its strategic objective to drive EBITDA margin and profitability.

Andy Naylor, UK Managing Director at Tortilla says: “We’re delighted to extend our relationships with Uber Eats and Just Eat. We are confident that these strategic partnerships will play a key role in supporting sustainable, profitable growth across the important delivery channel, underpinning our growing presence as the UK’s leading fast-casual Mexican brand.”

Matthew Price, General Manager UK, Ireland and Northern Europe at Uber Eats comments:

“We’re thrilled to be building on what has been an incredibly successful partnership to date with Tortilla. The Tortilla menu is loved by our customers; ticking the boxes of flavour and freshness, speed and affordability, and we are really excited for the next steps in our partnership.”

ENDS



ENQUIRIES

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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 89 restaurants globally, including through franchise partnerships in the UK with SSP Group plc and Compass UK & Ireland, and in the Middle East with Eathos.

The brand serves more than 6 million customers every year.

Food provenance and quality is a critical component of our proposition. All fillings for Tortilla's burritos, salads and tacos are prepared fresh daily, free from artificial flavours or preservatives. Every dish is fully customisable with thousands of flavour combinations available to try.

Tortilla is headquartered in London and employs more than 1300 people.

More details at tortillagroup.co.uk

About Uber Eats

Uber Eats is an on-demand app and website that helps bring millions of people around the world the things they want, at the tap of a button. We partner with over 700,000 restaurants and merchants in more than 6,000 cities across six continents. From speciality local favourites to national brand names, groceries to household essentials and more, Uber Eats has what you want when you want it—with an average global delivery time of 30 minutes.