



Tortilla Appoints Former Le Duff VP as Managing Director in France

Tortilla Mexican Grill plc, Europe's largest fast-casual Mexican restaurant group, has appointed Eric Wauthier-Wurmser as Managing Director to lead its French business. Eric joins with immediate effect and will serve on the European sub-Board committee.

In his new role, Eric will oversee 13 company-owned stores, and 18 franchised locations recently acquired from Fresh Burritos. This acquisition, completed in June 2024, forms a key part of Tortilla's 'Vital Five' growth strategy for European expansion.

Eric will report into the newly formed Tortilla European sub-Board committee which was created with Chair Francesca Tiritiello, also Group Non-Executive Director and former YUM! European Franchise Division CFO, and Non-Executive Director Gilles Boehringer, former VP of Development & Franchise for KFC France. Group CEO Andy Naylor and Tortilla's founder Brandon Stephens, have since joined as Non-Executive Director and Board advisor respectively.

Eric brings a wealth of experience in international franchise management and restaurant operations. In his most recent role as Vice President Operations & Franchise, at Groupe Le Duff, Eric led the Brioche Dorée brand, overseeing 350 restaurants, driving brand's growth and operational excellence. Prior to this, Eric served as Managing Director - International Café Bakery for Groupe Le Duff, where he successfully managed the international business unit across EMEA and APAC regions.

Eric's extensive career also includes senior roles at Steak n' Shake International and Quick. Additionally, he has hands-on experience as a franchisee, having successfully operated outlets for both PAUL in Shanghai and Subway in France. This dual perspective—both as a franchisor and franchisee—provides him with unique insights into the dynamics of franchise operations, making him exceptionally well-equipped to lead our business development in France.

Andy Naylor, Tortilla CEO, commented: "Eric's extensive knowledge of the French market, combined with our European sub-Board Committee and growing leadership team, creates a strong foundation for our success in France. Integration of the French business is progressing well, with our first converted Tortilla restaurant in Strasbourg and new Central Production Kitchen located in Lille, both set to open in Q4 2024."

Eric Wauthier-Wurmser, Tortilla France MD, added: "I am thrilled to join Tortilla, bringing together my operational and franchise experience. Tortilla's innovative, high-quality menu is clearly gaining traction, and I look forward to continuing this fantastic momentum. The strong appetite for fast casual restaurants in France, combined with the rise of the Burritos market in Europe, creates a unique opportunity for Tortilla for solid growth in the upcoming years. Growth channels would include franchisees as well as travel retail partners, for which our business format is perfect."



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Media enquiries

Kate Hoare/Kelsey Traynor

Houston

0204 529 0549

Tortilla@houston.co.uk

About Tortilla Mexican Grill plc

Founded in 2007 by a San Francisco duo, Tortilla is the Europe's largest fast-casual Mexican restaurant brand. With 80+ UK locations, 30+ in France and 8 in the Middle East, Tortilla serves 7 million+ meals annually, offering authentic California-style burritos, tacos and salads.

Through the acquisition of Chilango in the UK in 2022 and Fresh Burritos in France in 2024, as well as franchise partnerships with SSP Group plc, Compass UK & Ireland and Eathos, the brand continues to expand globally.

Tortilla breaks the mold of typical takeaways, combining quick service with quality ingredients to serve affordable, made-to-order meals in under 90 seconds, in cosy environments fitting for lunch or dinner and a beer with friends. The menu is fully customisable – there are thousands of flavour combinations to try - with produce that's fresh, never frozen, 70% plant-based and vegan-friendly, higher welfare meats and free from artificial flavours or preservatives.

Emphasising sustainability, Tortilla only uses recycled and recyclable packaging, 100% renewable electricity and sends zero waste to landfill.

Headquartered in London, Tortilla employs over 1,300 people.

More details at tortillagroup.co.uk