

28 February 2022

Chartwells Universities and Tortilla Mexican Grill plc announce strategic partnership

Agreement will see fast-casual Mexican restaurant brand open sites across up to 14 universities over the next five years

Chartwells Universities, part of Compass Group UK & Ireland, and Tortilla Mexican Grill plc (“Tortilla”), the UK’s leading fast-casual Mexican restaurant brand, have agreed a partnership that will see the roll out of at least 14 Tortilla restaurants across Chartwells’ estate over the next five years.

Tortilla’s highly customisable, affordable offer is already available at Middlesex University, Brunel University, Sussex University and Swansea University, with further openings planned this year.

Customers will be able to order to stay or takeaway and in some locations skip the queue by utilising Tortilla’s pre-order kiosks. They also have the option to order via Chartwells Universities’ market-leading ‘Uni Food Hub’ app for collection or delivery around campus. Tortilla and Chartwells Universities’ relationship with external delivery platforms means that in serviceable locations the offer will also be available for delivery within the local area via Deliveroo—Tortilla’s exclusive delivery partner.

The partnership demonstrates Chartwells Universities’ innovative approach to evolving its offer to meet the ever-changing demands of students, as well as Tortilla’s appetite for continuing the expansion of its business beyond the high-street. In recent months, Tortilla has launched new sites and formats, opening sites at Gatwick Airport and Leeds Skelton Lakes Services in partnership with SSP Group plc.

The agreement brings together two likeminded businesses, both of which are committed to finding greener, more sustainable ways of doing business; embracing progressive, multi-channel marketing strategies; and supplying fresh, customisable, value-for-money products that appeal to wide demographics.

Kerry Ford, Managing Director, Chartwells Universities said: “This agreement marks a milestone in the implementation of our market-leading new proposition for university catering and demonstrates our commitment to evolving our operating model and meeting the ever-changing demands of our students.

“The rising demand for Mexican food has been a stand-out trend during recent years, alongside a drive towards more sustainable consumption and greater emphasis on quality and provenance. In Tortilla, we have found a partner to help meet these demands and elevate our Mexican offer, utilising its strong brand equity and shared brand values to engage a young, fun student audience.”

Andy Naylor, Chief Financial Officer of Tortilla, said: “We are excited to partner with Chartwells Universities and launch new sites across the UK. In recent years, we have been successful in adapting the brand for new locations and formats, and this will be another opportunity for us to showcase our ability to bring Tortilla to customers across a breadth of locations. This is a significant agreement for us and will support our long-term UK growth ambitions, while driving consumer awareness within a key target demographic.”

- Ends -

About Chartwells Universities

Chartwells Universities is part of the education catering sector of Compass UK & Ireland. It currently operates over 16 sites across the country, delivering bespoke catering solutions tailored for the specific needs of its clients. In addition to its central concepts, it has brand partnerships with Subway, Greggs, Costa and Tortilla. To meet the needs and demands of the students it serves, the business embraces a progressive multi-channel marketing strategy, as well as sustainable business practices and products.

For more details about Chartwells please contact:

Geoff Champion, Head of Communications, Chartwells

Geoffrey.campion@compass-group.co.uk

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, SSP and Compass. 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 nearly 1000 people.

More details at www.tortillagroup.co.uk

For more details about Tortilla Mexican Grill plc please contact:

Lucy Wollam/Charlotte Cobb

tortilla@hudsonsandler.com

020 7796 4133