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'BURRITOS ABOARD!'

GLOBAL FOOD TRAVEL EXPERTS SSP CONFIRM NEW SITES AND EXCITING DEVELOPMENT PIPELINE WITH TORTILLA MEXICAN GRILL

Continuing its successful relationship, Tortilla Mexican Grill PLC, the UK's largest fast-casual Mexican restaurant brand, has confirmed it will open 4 new locations with global food travel experts SSP, in 2024, with an exciting pipeline of opportunities in 2025.

Currently the SSP and Tortilla franchise includes five sites across the UK, with Manchester Piccadilly train station being the most recent to open in H1 2023.

Franchise partnerships are a key part of Tortilla's growth strategy, as transport hubs, universities and other such locations become such an increasingly important channel to access consumers. Tortilla's proposition and operating model are perfectly suited to franchising with the simple kitchen setup being easy to replicate, while Tortilla's central production food model provides consistency of food quality and enables franchisees to quickly train employees.

Richard Morris, CEO at Tortilla, said:

"At Tortilla, our fundamental purpose is to provide outstanding food, at excellent value for money and great service. Our relationship with SSP has been hugely successful since we launched with them in 2019 at Euston station in London. Whilst Covid inevitably impacted the rate at which we opened sites, we have since launched record breaking sites in London Gatwick and Bristol Airport, as well as Leeds MSA and Manchester Piccadilly station.

We are excited to continue our partnership with more UK travel locations, and potential European equivalents over the coming years given SSP's strong foothold across 37 countries globally."

Cathy Granby, Business Development Director, SSP, said:

"SSP are delighted to continue our relationship with Tortilla, as we see the brand becoming more and more popular across all our locations within our travel hubs.

The offer is good value, travels well and is great quality. All the key ingredients for a successful travel food offer.

We look forward to opening more locations with Tortilla over the coming years."



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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 85 eat in and take away locations across the UK and through nationwide partnerships with SSP Group plc, Compass UK & Ireland, Growth Kitchens & Karma Kitchens. Internationally, Tortilla operates in the Middle East, with 10 restaurants 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 or preservatives. The brand serves more than 6 million customers every year.

Tortilla is headquartered in London and employs more than 1000 people.

More details at www.tortillagroup.co.uk