

TORTILLA

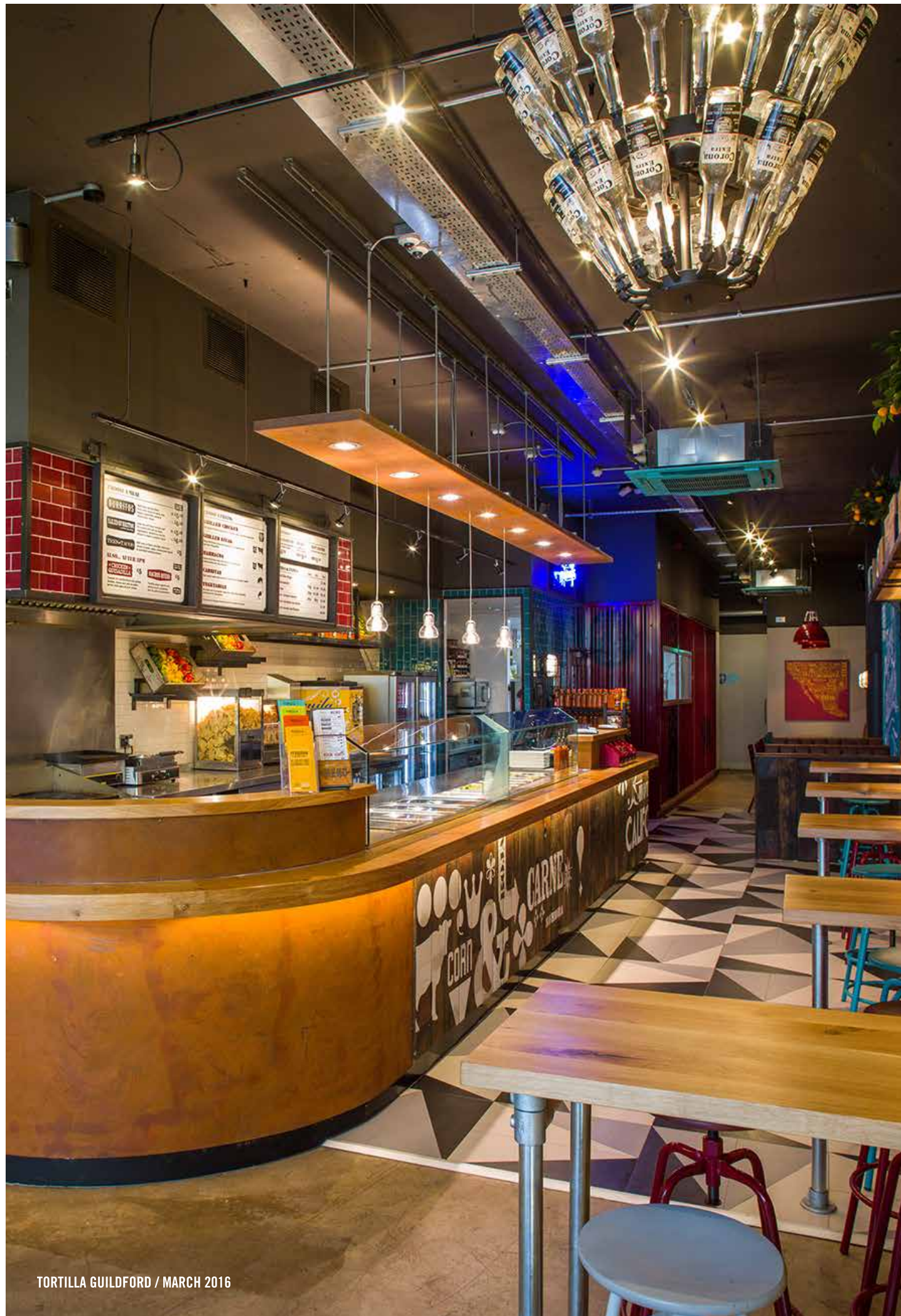
Real California Burritos & Tacos

LANDLORD PACK

*UK's largest fast-casual Mexican operator -
looking for great sites*



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TORTILLA GUILDFORD / MARCH 2016

TORTILLA

REAL CALIFORNIA BURRITOS & TACOS

It's who we are that makes us great.

- The UK's largest fast casual Mexican restaurant brand
- Affordable & authentic real California burritos and tacos
- Stylish & contemporary award winning store designs
- Private equity backing with bank financing
- Restaurants across the United Kingdom & Middle East



IN THE BEGINNING

“My wife Jen and I started Tortilla in 2007 after a four year search across London for decent burritos and tacos.”

We're from California, and grew up going to the taquerias in the Mission District of San Francisco, the self-proclaimed burrito capital of the world. Burritos were for grab-and go lunches, dinner with friends, and 2am'ers accompanied by a Corona. We just couldn't find the same type of places in London, so we decided to build it ourselves.”

- Brandon Stephens, founder



40+ SITES & GROWING

We're not part of a multi-franchise nor some big soulless restaurant group.

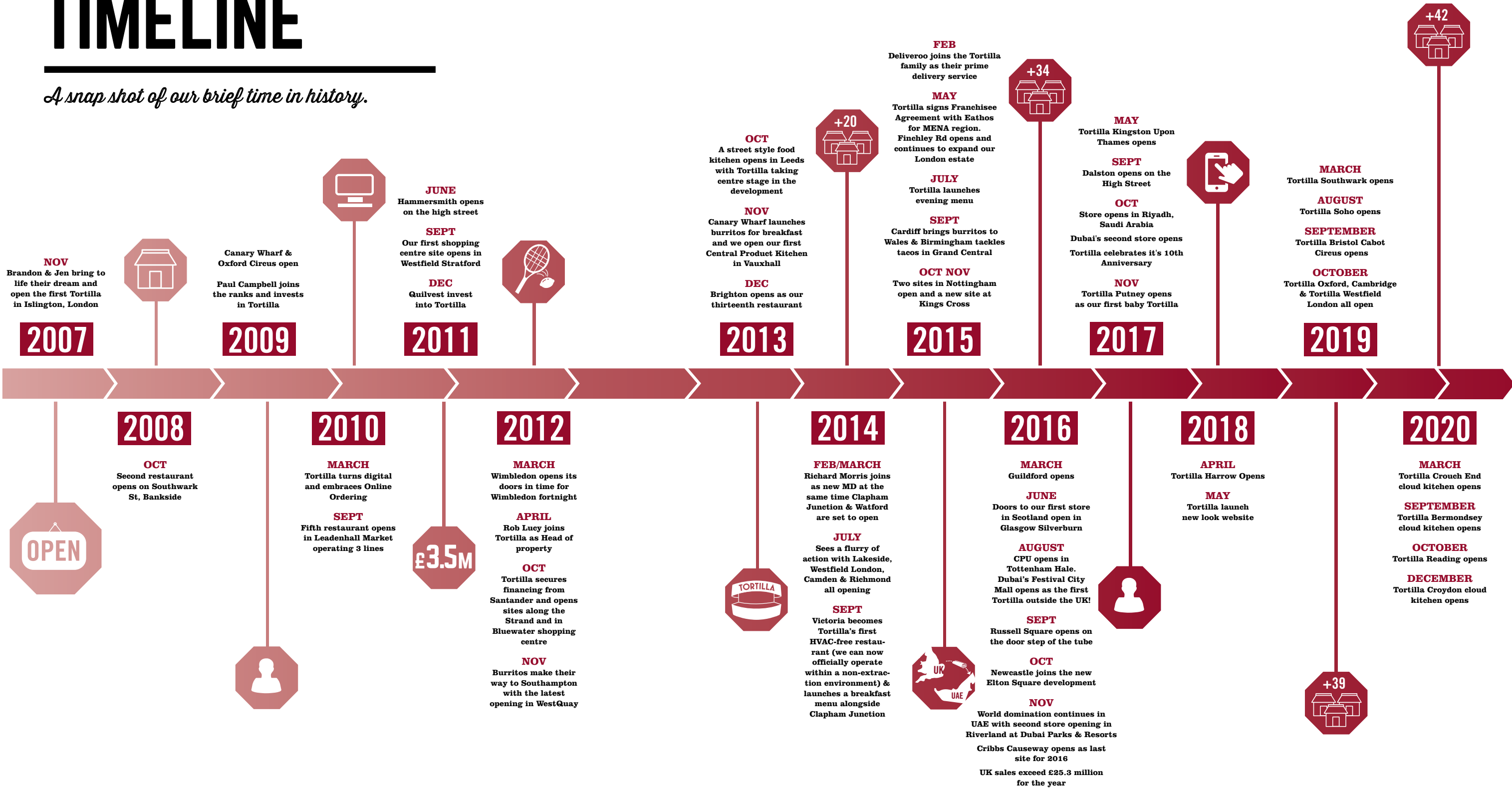
Tortilla started with the help of some friends and an awesome effort from our crew... all fanatical (in a healthy way) about making the best-quality, freshest, most delicious burritos and tacos this side of the Atlantic. It's that same initial vision that has seen us grow throughout England, Scotland and Wales and what still drives us today to succeed.

Europe's largest, most popular, fast-casual Mexican brand with 40+ stores and several more on the way. With backing from a private equity firm and bank financing from Santander UK, we're continuing to expand further.



THE TORTILLA TIMELINE

A snap shot of our brief time in history.



WHAT WE DO

Either to eat in, takeaway or to be delivered to your door

CHOOSE A BASE



BURRITO

INCLUDES RICE, BEANS, MEAT OR VEG & TOPPINGS

MEDIUM
FROM **£6.00** / LARGE
FROM **£7.00**



NAKED BURRITO



TRES TACOS

3 SOFT SHELL TACOS
AS FLOUR OR CORN

FROM **£5.85**



NACHOS QUESO

CHIPS WITH CHEESE SAUCE,
SALSA, GUACAMOLE & JALAPEÑOS.
ADD MEAT OR VEG FROM £1.00

FROM **£5.80**



QUESADILLA

TOASTED TORTILLA WITH
CHEESE, MEAT OR VEG,
SALSA & CHIPS

MEDIUM
FROM **£5.80** / LARGE
FROM **£6.80**



CHOOSE A FILLING



CHICKEN

MARINATED
& GRILLED



CARNITAS

MARINATED
& PULLED PORK



BARBACOA

MARINATED &
PULLED BEEF

75p



VEGAN CHILLI

MEDIUM SPICE
TEMPEH



VEGGIES

GRILLED WITH
FREE GUACAMOLE

ADD: CHORIZO **£1.00** CHICKEN **£1.50** CARNITAS **£1.50** VEGAN CHILLI **£1.50** BARBACOA **£2.00**

CHOOSE YOUR TOPPINGS

SOUR CREAM *or* CHEESE & 2 SALSAS

PICO DE GALLO • SEASONAL SALSA // SALSA VERDE // SALSA ROJA //

ADD: HAND-SMASHED GUACAMOLE **80p** CHIPOTLE CHEESE SAUCE **50p**

GRAB A SIDE & DRINK



GRAB A SIDE OF CHIPS
WITH SALSA
AND A REFRESHING
BEER, MARGARITA
OR SOFT DRINK
FROM OUR RANGE



OUR OFFERING

Fresh, tasty, made-to-order burritos, tacos and salads.

Skirt steak, black beans, cilantro, cumin, guajillo chiles, Monterey Jack cheese... are just some of the key ingredients we use. While it just takes a minute or two to serve our customers, the preparation behind the scenes takes hours.

We begin by receiving **fresh** produce, **barn-reared** chicken, **quality-assured** British Isles beef, **farm-assured** pork, **authentic Mexican** chillies and other ingredients **six days a week**. From there, we hand prep all of our salsas and toppings fresh, from scratch each and every morning from the crisp pico-de-gallo salsa, hand-smashed guacamole, char-grilled chicken and steak, to the braised pork, spicy salsa roja, blackened peppers and onions, fluffy steamed rice, simmered black and pinto beans and other delicious toppings.

We then showcase it proudly in an open kitchen display for customers to see. Add in a range of popular soft drinks, authentic Mexican and American beers and our signature tequila margaritas, and you'll know why we're the best burrito joint in town.



TOP TEN *Tortilla Truths*

RULE 1

All toppings and fillings are made from scratch everyday

RULE 2

Only grass fed, British Isle brisket is used for our barbacoa

RULE 3

All our products are made from scratch fresh, never from frozen

RULE 4

Our veggie dishes are Vegetarian Society approved

RULE 5

Our grilled chicken and carnitas are farm assured, Red Tractor approved

RULE 6

Guacamole is made with Hass avocados & hand smashed until chunky, never pureed

RULE 7

Fresh produce delivered up to 6 days a week

RULE 8

We don't use artificial flavours or preservatives in our burritos

RULE 9

We import chillies from Mexico for that authentic taste

RULE 10

We only serve what we want to eat ourselves!

The result is something we're incredibly proud of - a commitment to sourcing the best quality ingredients and the tastiest, most wholesome burritos & tacos this side of the Atlantic.

OUR >>> CUSTOMERS

Tortilla is a perfect combination for those looking for a quick lunch or a sit-down, grab a beer dinner.

LUNCH

A tasty alternative to the bland sandwich and greasy fast-food. Our lunchtime customers are looking for a quick, easy to grab, affordable lunch offer – they tend to be busy business people, shoppers taking a brief break or students in-between classes.

DINNER

Our evening menu gives frequent customers an alternative option when it comes to eating in & grabbing dinner. Great for those who have a little more time and want to enjoy a quick bite in an energetic atmosphere at a reasonable price.'

EAT IN, TAKEAWAY OR DELIVERED

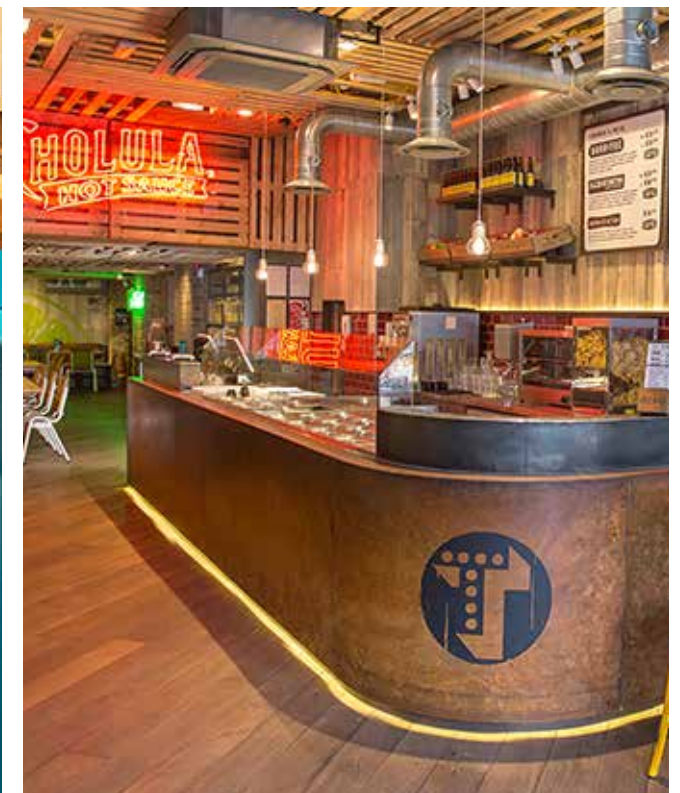
Tortilla is a great grab-and-go offer, whether it's ordering online or through Deliveroo. Our packaging and products hold well so you can enjoy the great taste of Tortilla at home or in the office.



BRAND

Inspired by the taquerias in the Mission District, our restaurants are full of colour and personality – each one different to the next.







MATERIALS

Some of our signature key elements.

We use rustic, raw materials such as reclaimed wood, mild steel, rusted steel, red bevelled tiles and exposed brick where possible. The colour pallet displays an autumnal theme to relay a warm, homely feel for the customer.

All elements are designed around key Californian architecture such as the raw red colours and exposed metal which represent elements of the San Francisco bridge. This combined with splashes of bright colours on furniture, a unique range of simplistic graphics and a variety of feature lighting make the stores energetic, welcoming and helps bring them to life.

RUSTED STEEL

EXPOSED BRICK WALL

COLOUR PALETTE

BEVELLED BRICK

RECLAIMED TIMBER

CONCRETE

AGED STEEL CLADDING

CORRUGATED METAL

NEON LIGHTING

STEEL MESH DISPLAY CAGES

LEATHER UPHOLSTERY

OUR PEOPLE

Our management team has a wide range of experience in the property, food, hospitality and retail industry.



RICHARD MORRIS
MANAGING DIRECTOR

Becoming MD of Tortilla in February 2014, Richard brings with him over 30 years' experience in the food sector. After training and working in the US his first insight into the restaurant industry was with TGI Fridays which he soon became a Regional Manager when returning to the UK. He then moved on opening various sites around the country and Paris for Rainforest Café including Disneyland Paris, Shaftesbury Avenue in London and the Trafford Centre in Manchester. Richard soon became part of the original Management team at Loch Fyne Restaurants, moving from Operations Director to Managing Director in 2000 staying until 2011 where he then worked with Daylesford Organic overseeing their London operations and opening their first full service restaurant in 2013.

M: +44 (0)77 7086 2595 E: RMorris@tortilla.co.uk



ANDY NAYLOR
COMMERCIAL DIRECTOR

Andy joined Tortilla in June 2017 as Finance Director. Andy had previously worked at Gaucho & CAU restaurants, where in the role of Head of Finance, he oversaw the sale of the business to Equistone Partners. Holds an ACA qualification having trained with Deloitte and spent the early years of his career working in the oil and gas and utilities industries in a variety of roles. In this time, he gained experience of working with both large corporate organisations and smaller start-up businesses. At Tortilla, in addition to overseeing the finance and IT functions, Andy is responsible for business development and assessment of commercial opportunities.



ROB LUCY
PROPERTY DIRECTOR

Rob has many years of experience within the property industry, including 25 years in the leisure sector. Rob has held senior positions within a number of specialist and boutique leisure property agencies, including Davis Coffey Lyons, Christie + Co, and Knight Frank. He was previously employed by Mitchells & Butlers (formerly Bass) where he was responsible for the expansion of the All Bar One brand within central London, including many high profile/landmark acquisitions. Whilst at Tortilla, Rob has helped grow the business from single figures to over 40 sites to date, securing both planning and licensing along the way.

M: +44 (0)780 098 6713 E: rob@tortilla.co.uk



BRANDON STEPHENS
FOUNDER

Over the past 15 years, Brandon Stephens has held senior positions in product management, business development, operations, strategy, and marketing at a range of high-tech firms in Silicon Valley, USA. His most recent position was interim Director of eCommerce for Arcadia Group, where he grew the division from 40 to 80 people, and increased annual revenue from £32m to £57m. Brandon is a graduate of Princeton University (BSEE), holds an MBA from London Business School, and being the founder of Tortilla, is obsessed with burritos.



PAUL CAMPBELL
INVESTOR

Paul is the co-founder and former CEO of Clapham House Group, where he acquired brands such as Tootsies, the Real Greek, Bombay Bicycle Club and Gourmet Burger Kitchen. Paul sold Clapham House to Capricorn Ventures, the owners of Nando's, in 2010. Paul is former Group Finance Director of Pizza Express, then a FTSE 250 listed company. Prior to Pizza Express, Paul established and ran Relaxion Group plc, a leisure management company, in the 1990s. He is a PWC qualified chartered accountant and former Managing Director of Corporate Finance at The Capita Group plc.

SITE CRITERIA

Tortilla are looking for high profile locations with good footfall, excellent lunchtime and evening trade within cool and interesting towns and cities throughout the UK

DESIRABLE LOCATIONS INCLUDE:

- University Cities
- Successful shopping centres & in-town leisure schemes
- Central & Greater London + all major cities and towns throughout the UK
- Transport hubs - railway stations/airports
- Sites in close proximity to complementary operators
- Densely populated areas



KIOSK - WESTFIELD



TRAVEL HUB - VICTORIA



BABY TORTILLA - PUTNEY



HIGH STREET - OXFORD

IDEAL TRADING LOCATIONS

HIGH STREET

- Prime city centre locations with high foot-fall
- Total floor area 800 - 2,500 sq ft
- Alcohol licensing
- Minimum ground floor if trading over two floors: 800 sq ft
- Preference for single floors
- Corner positions preferred
- Flexibility as to layout design

- Close proximity to solid lunchtime trade complimentary offers, grab-and-go operators, retail and tourist attractions
- Good delivery opportunities

Good examples of Tortilla on the High Street include; Russell Square, Wimbledon, Strand, Oxford Circus, Hammersmith, Islington, Bankside, Dalston, Brighton, Clapham Junction, Liverpool, Cambridge, Oxford, Soho and Southwark.

SHOPPING CENTRES & LEISURE SCHEMES

- Preferably town centre locations
- Total floor area 800 - 1,500 sq ft
- Alcohol licensing
- In-line, kiosk/pod or stand-alone restaurant layouts acceptable
- Ability to operate within a non-extraction environment

- Remote storage desirable
- Close proximity to other fast casual restaurants is preferred
- Shopping centres with high footfall and complementary operators preferred
- Successful town centre leisure schemes
- Food courts / strong trading locations

Successful shopping centres throughout the UK will be considered, as will town-centre leisure schemes with complimentary offers (i.e. cinemas, restaurants, etc.).

We currently operate within Westfield Stratford, Westfield London, Bentall centre, Kingston, Bluewater, West Quay (Southampton), Intu (Nottingham, Watford & Lakeside), Trinity (Leeds), Silverburn (Glasgow), Cribbs Causeway, St. George's (Harrow) and Cabot Circus.

AIRPORTS & TRANSPORT HUBS

- Airport terminals, railway stations or in close proximity
- 650 – 1,500 sq ft, ideally with remote storage of 200-500 sq ft

- Licensing
- Remote storage

We can consider either pod style opportunities, in-line, or island mall locations.

The majority of airports and city centre stations throughout the UK will also be considered. Good examples include Victoria, Euston Station and Grand Central (Birmingham).

CLOUD KITCHENS

- Minimum 170 sq ft kitchen space
- Additional ambient & chilled storage (1 rack of each minimum)
- Ideally combi oven in situ
- Runner system required

- Site alcohol licence
- Site Wi-Fi
- Close to residential areas
- Amenities for riders to keep them local

TARGET LOCATIONS

LONDON	LONDON SUBURBS	TRANSPORT HUBS	OUTSIDE OF LONDON
BAKER STREET BOROUGH CANARY WHARF CLAPHAM HIGH STREET COVENT GARDEN EARLS COURT ELEPHANT & CASTLE FLEET STREET FINSBURY PARK HIGHBURY & ISLINGTON KENSINGTON HIGH STREET KINGS CROSS LONDON BRIDGE MARYLEBONE NOTTING HILL PADDINGTON QUEENSWAY SOUTH KENSINGTON TOTTENHAM COURT ROAD VAUXHALL VICTORIA	BRIXTON BROMLEY CROYDON EALING GREENWICH SHEPHERDS BUSH TOOTING TWICKENHAM WANDSWORTH WOOD GREEN	BIRMINGHAM EDINBURGH FENCHURCH GATWICK AIRPORT HEATHROW AIRPORT KINGS CROSS LEEDS LIVERPOOL STREET LONDON BRIDGE LUTON AIRPORT MANCHESTER STANSTED AIRPORT WATERLOO	BATH BELFAST BICESTER VILLAGE BIRMINGHAM BOURNEMOUTH CANTERBURY CHESTER COVENTRY DUBLIN DURHAM EDINBURGH EXETER LEAMINGTON SPA LEEDS LEICESTER GLASGOW MANCHESTER MILTON KEYNES NORWICH PLYMOUTH SHEFFIELD WINDSOR YORK

This list is an indication of target locations and therefore not exhaustive

TORTILLA STORES

*We have over 40 sites in
the UK and we're growing
every month...*

24 SITES IN LONDON

BIRMINGHAM
BLUEWATER
BRIGHTON
BRISTOL X2
CAMBRIDGE
CARDIFF
GLASGOW
GUILDFORD
LAKESIDE
LEEDS
LIVERPOOL
NEWCASTLE
NOTTINGHAM X 2
OXFORD
READING
SOUTHAMPTON

PLUS CLOUD KITCHENS

BERMONDSEY
CROUCH END
CROYDON

SAUDI ARABIA
UAE &



To discuss specific opportunities please contact the property team:

Rob Lucy rob@tortilla.co.uk T: 078009686713

Samuel Shaw sshaw@tortilla.co.uk T: 07710162970

Check us out online

TORTILLA.CO.UK |   