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California Tortilla Launches "VegMe!" Campaign for January

January 10, 2012 // Franchising.com // Washington, D.C. – Mid-Atlantic, fast-casual restaurant chain California Tortilla wants you to eat your vegetables this month and they are giving back to the community in the process

Customers can go to any California Tortilla store and ask the cashier to "Veg Me!" when they order. The menu item will then be made by swapping out the protein for a delicious veggie mix which includes: corn, red onions, zucchini, and red, green and yellow peppers.

Additionally, for every "Veg Me!" item sold, California Tortilla will donate 50 cents of the purchase to local food banks, up to \$5,000.

"We wanted to show our customers how easy it is to incorporate fresh vegetables into your diet while still eating all the items they love on our menu - January seemed the perfect time to do that," said California Tortilla's Vice President of Marketing, Stacey Kane.

About California Tortilla

Since 1995, California Tortilla has been serving fresh, made-to-order, delicious, award-winning signature burritos, quesadillas, salads and other "Cal-Mex" favorites. Based in Rockville, MD, the fast-casual chain has over 35 locations across the Mid-Atlantic in Maryland, Virginia, Pennsylvania, Delaware and the District of Columbia. Best known for their fresh food, innovative promotions, customer community engagement via Twitter, Facebook and their famous newsletter: Taco Talk.

For more information and to inquire about franchising opportunities, please visit www.californiatortilla.com or call 301-545-0035.

Media Contact:

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California Tortilla »

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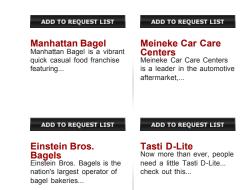
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