

Home: News: California Tortilla:

## Everything's Better with Veggies

### California Tortilla Launches "VegMe!" Campaign for January

January 10, 2012 // [Franchising.com](http://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](http://www.californiatortilla.com) or call 301-545-0035.

### Media Contact:

Nicole Weaver  
 Nicole.Weaver@iostudio.com  
 202.417.4909

###

### Social Reach:

0

Email

Share

### Viewer Response:



### California Tortilla »

California Tortilla has been serving fresh, made-to-order, delicious, award-winning signature burritos, quesadillas, salads and other "Cal-Mex" favorites.

### Browse:

1. Business Overview
2. **Franchise News**

### Franchise News Room »

- |                        |                       |
|------------------------|-----------------------|
| All Franchise News     | General Announcements |
| Expansion              | Conference            |
| Financial              | Product Announcements |
| Mergers & Acquisitions | Media Coverage        |
| Personnel              | Strategic Alliances   |

### News By Industry »

- |                                |                       |
|--------------------------------|-----------------------|
| Art                            | Franchise Consultants |
| Automotive                     | Health                |
| Beauty                         | Home Services         |
| Business Services              | Medical               |
| Childrens                      | Moving and Storage    |
| Cleaning and Maintenance       | Pet                   |
| Computer and Internet Services | Recreation            |
| Construction                   | Retail                |
| Education                      | Senior Care           |
| Entertainment                  | Small Business        |
| Financial Services             | Specialty             |
| Fitness                        | Staffing              |
| Food                           | Travel                |

### Hot Opportunities

#### Jimmy John's Gourmet Sandwich Shops

Jimmy John's franchise success is built upon an unyielding commitment to...

ADD TO REQUEST LIST

#### Paul Davis Restoration

Paul Davis Restoration, Inc. is a national franchise organization and...

ADD TO REQUEST LIST

#### E-Path Advisors

E-Path Advisors can assist you in finding the right franchise, at no cost...

#### Hungry Howie's Pizza

Hungry Howie's is currently EXPANDING! Top Markets are available for...



Add a comment...

Post to Profile

Posting as Crissy Lavery (Change)

Comment

Warning: this comments plugin is operating in compatibility mode, but has no posts yet. Consider specifying an explicit 'href' as suggested in the [comments plugin documentation](#) to take advantage of all plugin features.

ADD TO REQUEST LIST

**Manhattan Bagel**  
Manhattan Bagel is a vibrant quick casual food franchise featuring...

ADD TO REQUEST LIST

**Meineke Car Care Centers**  
Meineke Car Care Centers is a leader in the automotive aftermarket,...

ADD TO REQUEST LIST

**Einstein Bros. Bagels**  
Einstein Bros. Bagels is the nation's largest operator of bagel bakeries...

ADD TO REQUEST LIST

**Tasti D-Lite**  
Now more than ever, people need a little Tasti D-Lite... check out this...

ADD TO REQUEST LIST

ADD TO REQUEST LIST

### The Franchise Buzz:



**Own a McAlisters Deli Franchise Opportunity**

5 people recommend this.

Franchising.com

**RetroFitness Honored Among Nation's Leading Franchises in Entrepreneur's Distinguished 33rd Annual F**

4 people recommend this.

Franchising.com

**Fatburger North America, Inc. Selected For "20 Largest Franchisers"**

3 people recommend this.

Franchising.com

**Sir Speedy and PIP Recognized in Industry Rankings**

4 people recommend this.

Facebook social plugin

### Share This Page

#### GETTING STARTED

- What is Franchising?
- Articles
- Events
- Guides
- News
- Success Stories
- Net Worth Calculator

#### OPPORTUNITIES

- Search
- Hot Franchises
- Franchises A-Z
- By Industry
- By Type
- By Location
- By Investment

#### RESOURCES

- Buyer Advice
- Conferences
- Finance
- Franchise Your Business
- Legal
- Real Estate
- Technology

#### PRODUCTS & SERVICES

- PR Services
- Franchise Leadership & Development Conference
- Multi-Unit Franchising Conference
- Franchise Consumer Marketing Conference

#### ABOUT

- Advertising
- Corporate
- Press
- Contact
- Legal Notices
- Privacy Policy
- Advertiser Login

#### SOCIAL

- Facebook
- LinkedIn
- Twitter
- YouTube



The franchise opportunities listed above are not related to or endorsed by Franchising.com or Franchise Update Media Group. We are not engaged in, supporting, or endorsing any specific franchise, business opportunity, company or individual. No statement in this site is to be construed as a recommendation. We encourage prospective franchise buyers to perform extensive due diligence when considering a franchise opportunity.



0