



Search bar with 'search' button

- RESEARCH CENTERS
- Coffee / Specialty Beverages
  - Customer Service / Experience
  - Digital Signage
  - Equipment & Supplies
  - Food & Beverage
  - Food Safety
  - Franchising & Growth
  - Health & Nutrition
  - Insurance / Risk Management
  - Marketing / Branding / Promotion
  - Menu Boards
  - Online / Mobile / Social
  - Operations Management
  - Restaurant Design / Layout
  - Staffing & Training
  - Sustainability
  - Systems / Technology
  - Top 100
  - Trends / Statistics



**Protect Data. Secure Business**  
Learn more about Vendor Safe's \$100,000 guarantee against data breach



## Tortilla's 'Occupy' event benefits food banks

Tags: Food & Beverage, Marketing / Branding / Promotion, Online / Mobile / Social  
10/24/11

0 Comments  0

Mid-Atlantic fast casual restaurant chain California Tortilla has declared Oct. 26 as "Occupy Cal Tort Day." In reference to the global Occupy movement, California Tortilla will donate 1 percent of gross sales on Oct. 26 to local food banks.

In addition, all customers who support the "Occupy Cal Tort" movement will get free chips and queso with any purchase.

"We aren't quite sure what the goal of the Occupy movement is but we think they look like nice folks who might like free chips and queso," said Stacey Kane, California Tortilla's director of marketing. "This promotion is a great way for customers to give back to the community and possibly get a little creative with their own signs."

Customers can receive free chips and queso on Oct. 26 by ordering any item on the menu and:

- Saying "Occupy Cal Tort" to the cashier.
- Printing and bringing the "Occupy Cal Tort" sign from the chain's Facebook page and showing the cashier.
- Creating their own "Occupy Cal Tort" sign and showing it when they place an order.

In addition to the in-store promotion, customers can participate online. For each original "Occupy Cal Tort" sign uploaded to California Tortilla's Facebook page, the company will donate \$1 to local food banks.

Read more about [marketing and promotions](#).

### Related Content



Paleo Diet inspires



Social media Part



Commentary: Ten



Get help from all

### MOST POPULAR

Wingstop to test sports-themed restaurant

Commentary: Ten lessons the restaurant industry can learn from Steve Jobs

Sodexo opens first Star Ginger food truck

Top That! opens 1st franchised unit

Coffee chains to battle over India market share

Sponsored by:

YOUR RESTAURANT VS THE INDUSTRY:

Restaurant State of the Industry Report Part 2: Food and Beverage

HOW DO YOU MEASURE UP?

EASY SOURCE Working on a project? We can help!

Get help from all our vendors with one click.

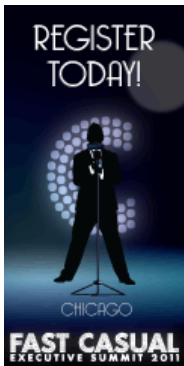
PEOPLE MATTER Hire Great People. Save Moolah. SCHEDULE A FREE DEMO TODAY! peoplematter.com

### WHITE PAPERS

The Importance of Music in Fast Casual Concepts

SaaS for the Service Industry

Save Money by Hiring People: Let the Work Opportunity Tax Credit Work For



AdChoices

AT LAST get Free Samples

No Purchase Required Reserve Your Free Sample Today! GetItFree.us

new restaurant concept 3: Make it stick with a 3M ... lessons the restaurant industry our vendors with one click.

READER COMMENTS

Add a Comment

We welcome your thoughtful comments. All comments will display your real name.

Text input field for comments

Email me when comments are added.

Clear Post

Be the first to post a comment for this story.

Features

Coffee chains to battle over India market share

Paleo Diet inspires new restaurant concept

Wingstop to test sports-themed restaurant

» View More Features

News

Muscle Maker Grill joins Restaurant.com program

Buffalo Wild Wings Q3 net earnings up big

Proceeds from MonkeyMedia Software catering 'how to' to benefit Share Our Strength

» View More News

Blogs

Don't wait 'til Halloween to ghost hunt

Carb Lovers unite: Part 2

Is there a right way to lead? Part II

» View More Blogs

User Comments

Our ancestors didnt have a really high life expectency, i cant imagine

"You are already naked. There is no reason not to follow your heart. Stay ...

It is simple to maintain your weight, you just have to have the right ...

PHOTO GALLERY



Paleo Diet inspires menu at Dick's Kitchen



LYFE Kitchen serving a healthy lifestyle



Pollo Campero launches new menu and design in US



Green is the new black

» View More Photos

PRODUCTS & SERVICES



Food Safety & Quality Assessment Consulting



Structured Food Cost Reduction Consulting



Iced Tea and Hot Tea



DiamondTouch Point-of-Sale

» View More Products

YOU

Online Training ROI: Five Features That Positively Impact Your Bottom Line

Getting the Most Out of Digital Menu Boards

VIDEO GALLERY



Togo's commercial



RAMP: Mobile couponing and daily deals



RAMP: NFC and mobile loyalty programs

» View More Videos

REQUEST INFORMATION FROM SUPPLIERS

Save time looking for suppliers. Complete this form to submit a Request for Information to our entire network of partners.

clavery@californiatortilla.com

Tell us what you're looking for...

submit

Inside NetWorld Alliance Network

Pizza Marketplace

Popular on NetWorld Alliance

Fast Casual: State of the Industry Report

Other NetWorld Alliance Sites

ATM Marketplace Church Central

Global Partners

Burke Corporation Digital Screenmedia

New 52-week highs for Domino's, Pizza Inn  
Restaurants to go back to scratch?  
Old Chicago intros "Chef's Homemade Creations" LTO

**QSRWeb**

McDonald's earnings receive global boost  
NRA names Christopher Melchert senior manager for Food  
Safety and Quality Assurance  
Proceeds from MonkeyMedia Software catering 'how to' to  
benefit Share Our Strength

Industry Report  
Fast Casual Top 100  
Social Media ROI for  
Restaurants  
Maximizing ROI for Restaurants  
with Self-Service  
Mobile Payments

Church Central  
Digital Signage Today  
Fast Casual  
Fast Casual Executive Summit  
Kiosk Marketplace  
Pizza Executive Summit  
Pizza Marketplace  
QSR Web  
Retail Customer Experience  
Retail Customer Experience  
Executive Summit  
Self-Service World

Digital Signage  
Association  
NEC Display  
Solutions

[FastCasual.com Home](#) | [Showcases](#) | [Privacy Policy](#) | [Submit RFI](#) | [Editorial Policy](#) | [About Us](#) | [Contact Us](#)

[Bloggers](#) | [Advertise](#) | [Mobile Version](#) | [Site Map](#) | [RSS](#) | [News Panel](#)

© 2009-2011 NetWorld Alliance All Rights Reserved.