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That's a wrap: 5 million burritos sold, California Tortilla says

Baltimore Business Journal - 12:43 PM EDT Monday, August 27, 2007 by [Barton Eckert](#) Contributor

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It's not akin to claims from McDonald's. But **California Tortilla**, a local chain that has been around only since 1995, is touting a significant accomplishment of its own: 5 million burritos sold.

After a promotional push offering free burritos for a year to the customer who bought the chain's 5 millionth burrito, college student John Baroody of Herndon, Va. was the lucky customer who got the milestone burrito, making the purchase at the Ashburn Village California Tortilla store.

The Rockville-based chain says it saw sales increase 25 percent on Aug. 22, the day California Tortilla sold its 5 millionth burrito.

The first California Tortilla was opened in Bethesda by business partners Pam Felix and Alan Cohen. The company now has 29 stores, with locations in downtown Baltimore, Columbia, and Annapolis, as well as D.C., Virginia, Delaware, Florida, Pennsylvania and West Virginia.

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