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RESTAURANT NEWS

California Tortilla Takes Marketing Outside the Store

October 7, 2008

2008-05-07 — East Coast-based fast-casual concept California Tortilla has announced that its Summer 2008 marketing initiatives will "take the brand out of the restaurants."

On Friday, May 9, California Tortilla will give away free chips and queso at the popular Guppy Gala at the National Zoo in Washington, DC. The annual family-friendly event incorporates such activities as obstacle courses, mazes, and rock-climbing walls, along with live entertainers and performers. Proceeds benefit Friends of the National Zoo (FONZ) and their programs supporting animal care, conservation science, and education at the Zoo.

California Tortilla will also launch an event-based partnership with Merriweather Post Pavilion, an outdoor concert venue in Columbia, Maryland. The restaurant will have on-site, interactive marketing events at three concerts this summer, starting with the May 27 Duran Duran concert.

That night, California Tortilla will promote the 13th Annual Pop Tart Day commemorated at all stores on May 28. Duran Duran's music is a staple of California Tortilla's 1980s new wave in-store music.

"We strongly feel that out-of-store, event-based promotions will be a vital part of our ongoing integrated marketing campaign," says Stacey Kane, Director of Marketing. "This is just an extension of our highly engaging in-store activities. We are just adding a new branch to increase awareness among existing and potential customers."

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