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**MEDIA CONTACT**

Ana Espinoza | Jessalyn Kieta  
ana@wagstaffworldwide.com  
jkieta@wagstaffworldwide.com  
312-471-6732

## **PORTILLO'S OPENS IN MADISON, WISCONSIN**

*The Chicago-style fast casual restaurant brand opens at 4505 East Towne Blvd*

**MADISON, Wis.** (March 4, 2019)— [Portillo's](#), the fast-casual restaurant concept known for its menu of Chicago-style favorites, announces the grand opening of its newest restaurant at 4505 East Towne Blvd in Madison, Wisconsin. The restaurant joins two other Wisconsin locations located just outside of Milwaukee in Brookfield and Greenfield. The grand opening starts with a ribbon cutting at 10:30 a.m. and remarks from Madison city officials and the Greater Madison Chamber of Commerce.

Prior to the official grand opening, Portillo's partnered with the Hawthorne Elementary School's PTA and raised \$3,500 through donations from the location's sneak peek preview meal. The private event brought in over 2,500 guests who had the opportunity to experience a selection of the restaurant's offerings.



Portillo's Madison features a diner-themed interior, drawing décor inspiration from the 1950's and 1960's. The 9,000-square foot restaurant includes seating for more than 200 guests, a seasonal outdoor patio, and double-lane drive-thru. Guests at the new Madison location can enjoy all of Portillo's classic menu items including **Chicago-Style Hot Dogs**, **Italian Beef** sandwiches, char-grilled burgers, fresh salads, and **Portillo's Famous Chocolate Cake**. Portillo's Madison also offers the **Badger Brat**, a Usinger's Fresh Bratwurst made with stone-ground German mustard and sauerkraut, which is only available in Wisconsin.

Delivery is available online at [portillos.com](#) and via the Portillo's app that is available for download on [iTunes](#) or [Android](#). To find out if Portillo's Madison delivers to your area, visit [portillos.com](#).

For more information on the brand, please visit [portillos.com](#) or follow Portillo's on [Facebook](#), [Twitter](#) and [Instagram](#).

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### **ABOUT PORTILLO'S HOT DOGS**

In 1963, Dick Portillo invested \$1,100 into a small trailer to open the first Portillo's hot dog stand in Villa Park, IL, which he called "The Dog House." Years later, Portillo's has grown to include restaurants in more than 50 locations across several states. Portillo's is best known for its Chicago-style hot dogs, Italian beef sandwiches, char-grilled burgers, fresh salads and famous chocolate cake. The Portillo's brand also includes Barnelli's restaurants that serve award-winning ribs, pastas with homemade sauces, and fresh sandwiches, soups, and salads. Portillo's ships food to all 50 states via Portillos.com. Portillo's Home Kitchen is the company's fast-growing catering business.