



PORTILLO'S PARTNERS WITH THE CHICAGO BULLS ON "FOURTH QUARTER FRANKS" PROMOTION

Home game attendees can win a free hot dog if the opposing team misses two consecutive free throws in the fourth quarter



Portillo's Chicago-Style Hot Dog

(CHICAGO; November 19, 2018) – Today, [Portillo's](#) proudly announces a new partnership with the six-time World Champion [Chicago Bulls](#). The Chicago icons are collaborating on a new post-game promotion called **Fourth Quarter Franks**, which awards home game attendees with a complimentary hot dog if the opposing team misses two consecutive free throws in the Fourth Quarter. Bulls ticketholders have 48-hours to redeem their ticket at a participating Portillo's restaurant for a free Chicago-style hot dog.

"Since Portillo's was founded in 1963, we have been proud of our strong hometown ties to the Chicagoland area," says CEO Michael Osanloo. "We are excited to partner with one of the city's most iconic sports teams, the Chicago Bulls, and we're thrilled to add a new way for fans to relish this season's home games."

"We are excited to kick off our new partnership with local favorite, Portillo's, this season," said Matthew Kobe, Vice President of Business Strategy & Analytics for the Chicago Bulls. "We know our fans will be excited about this promotion and look forward to the added energy it will bring to the fourth quarter of our home games."

The Fourth Quarter Franks promotion begins on Friday, November 23, with the Bulls hosting the Miami Heat. The promotion is only eligible for Chicago Bulls **home games** and can be redeemed at Portillo's restaurants in Illinois and Merrillville, IN. Guests can redeem the offer in-restaurant or as part of a drive-thru order.

For more information, or to find a Portillo's near you, please visit www.portillos.com or follow Portillo's on [Facebook](#), [Twitter](#), or [Instagram](#). Guests can download the Portillo's app online via [iTunes](#) or [Android](#).

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.

**FOR MORE INFORMATION, PLEASE CONTACT
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