



EYES ON THE FRIES: INTRODUCING THE PORTILLO'S EXPERIENCE

*The Chicago brand announces a new pop-up shop at Woodfield Mall,
featuring themed exhibits and catering lounge*



CHICAGO (October 22, 2019) Iconic Chicago-style brand and restaurant, [Portillo's](#) invites guests to The Portillo's Experience, its first-ever pop-up shop at [Woodfield Mall](#). Open from November 6 through December 31, guests can sign-up for complimentary tickets – powered by [Tock](#) – at portillos.com/popupexperience.

Located in the southwest corner of the mall, guests can expect a series of photo-worthy exhibits with interactive elements. The brand partnered with McCain Foods to create The French Fry Room, featuring “cheese sauce” dripping from the ceiling, life-sized plush French fries, and a neon sign proclaiming, “I Only Have Fries for You.” In adjacent rooms, visitors can pose on a giant Onion Ring Swing, or cozy-up on a Hot Dog Sofa created in conjunction with Vienna Beef. A trio of photobooths allow fans to dress-up as their favorite Portillo's menu items, with costumes replicating the brand's Chicago-Style Hot Dogs, Italian Beef Sandwiches, and Chopped Salad. Other design elements include Scratch-N-Sniff wallpaper and a gallery wall featuring Chicago and food-inspired works from local artists.

The Portillo's Experience also offers guests the chance to do their holiday party planning in The Catering Lounge. Guests will be able to meet with members of the Portillo's catering team to plan their personalized Portillo's holiday spread.

Visitors will also be able to purchase whole Portillo's Chocolate Cakes and pre-packaged Italian beef, French bread, peppers, and gravy to make at home. Portillo's catering team can also assist guests with placing orders via the brand's [Shop-N-Ship](#) mail-order division, which can send food kits to all 50 states.

Shoppers can complete their holiday shopping with gift cards and items from Portillo's 1963 clothing line. Additional merchandise will include a range of items, from the Portillo's Baby Swaddle to hot dog cufflinks, snow globes, and items made exclusively for the pop-up.

Portillo's is also looking for dedicated team members to work at The Portillo's Experience. Interested applicants can apply online at portillos.com/careers or visit [here](#).

The Portillo's Experience will not operate as a restaurant, and food cannot be consumed on-site. For more information on the restaurant, please visit www.portillos.com or follow Portillo's on [Facebook](#), [Twitter](#), or [Instagram](#).

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ABOUT PORTILLO'S:

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 60 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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