



PORTILLO'S PARTNERS WITH OLO TO OFFER CUSTOMERS DIRECT ORDERING ON GOOGLE PLATFORMS

The Chicago-born restaurant brand is one of the first brands to partner with Google on this new technology



(CHICAGO; October 3, 2019) — [Portillo's](#) and [Olo](#), the leading digital food ordering platform for the restaurant industry, are working together with Google to enable customers to order directly from restaurant brands across Google Search, Maps and Google Assistant. The integration allows for Portillo's 60+ brand locations to be enabled on Google's platforms so that consumers can place pick up orders directly on Google from Search and Maps. Users can also use their voice and ask Google Assistant for help. On Android and iOS phones, users can say, "Hey Google, order food from Portillo's," or "Hey Google, order food again from Portillo's."

"Portillo's Hot Dogs is thrilled to be one of the first restaurant brands to seamlessly integrate digital ordering into Google's search results pages," said Nick Scarpino, Senior Vice President, Marketing & Off-Premise Dining at Portillo's Hot Dogs. "Our team takes great pride in making the ordering process as seamless as possible, and this integration enables guests to place a direct digital order more quickly than ever. We are proud to partner with Olo to continue improving our guests' digital ordering experience across Google's platforms."

Rails, Olo's platform that enables restaurants to efficiently process orders originating from third-party destinations, is now integrated across Search, Maps

and Google Assistant, transferring each order directly into the restaurant's point of sale and ordering stream to improve operations efficiency and guest experience.

Brands working with Olo and Google enjoy efficiencies of a two-way integration, benefiting from accurate pricing, menu, and product availability, while inbound orders are automatically placed into existing point-of-sale (POS) systems. Rails makes it easy for restaurant operators to list menu items on third-party marketplaces and drive incremental sales without the need to manage multiple tablets on the restaurant counter and disparate order flows. This integration reduces lag, increases order success rates, and enables faster and more accurate ordering experiences.

"Search is increasingly becoming the path to purchase in the restaurant space and we are thrilled to team up with Google to make ordering easy while allowing restaurants to own the digital relationship with their guests," said Noah Glass, Founder & CEO of Olo. "Any consumer searching for a restaurant brand should have easy options to order from the restaurant directly with as few clicks as possible, which is what this integration enables."

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

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.

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