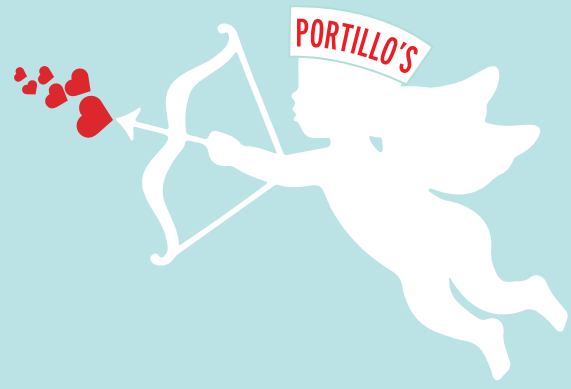
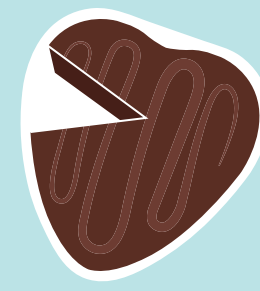


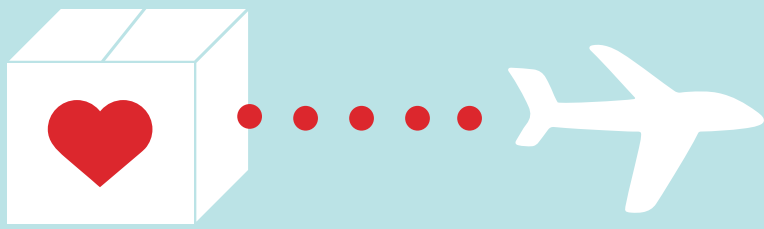
# SLICE of Portillo's®



## VALENTINE'S DAY 2019 HEART SHAPED CAKES



This Valentine's Day, we only had eyes for our homemade heart shaped chocolate cakes. We decided to shake it up for a look at just how many people had love at first slice. Our cakes are baked fresh in our restaurants and shipped from the California coast to the rolling plains. To celebrate the holiday, we searched high and low for the fans who made our hearts skip a beat.

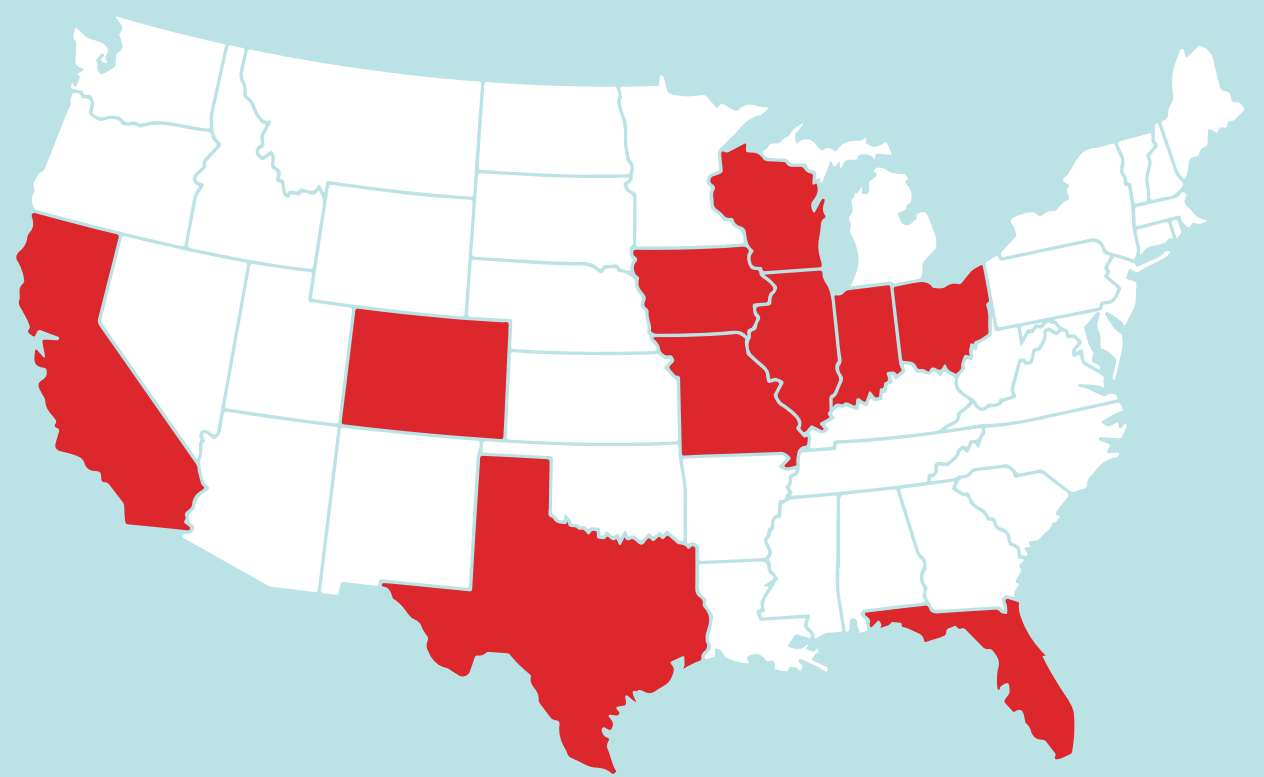


### All 50 states received cakes!

Even miles apart, true love - a.k.a our heart shaped cakes - will never *dessert* you.

### Top 10 States

That received heart shaped cakes

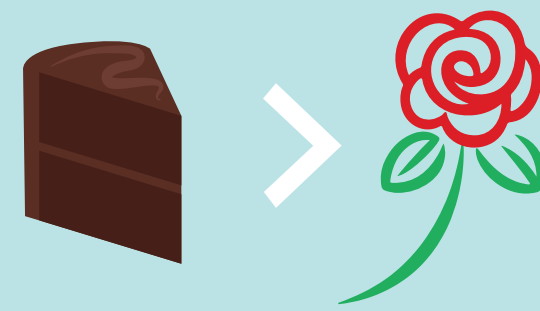


### Summit, Illinois

You've stolen a piece of our heart ...or more like **10,000** slices!

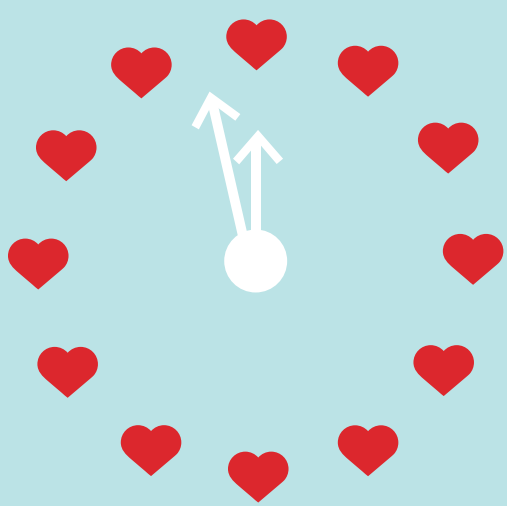


If we stacked all the heart shaped cakes sold, it would be taller than **5 Willis Towers**



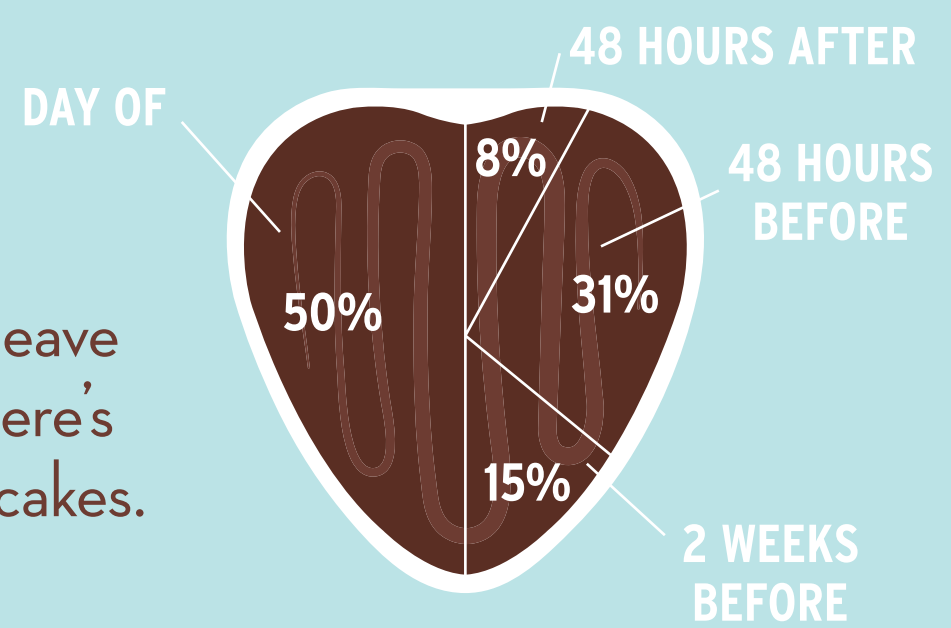
### 35% More Cakes

were purchased for Valentine's Day this year compared to last.

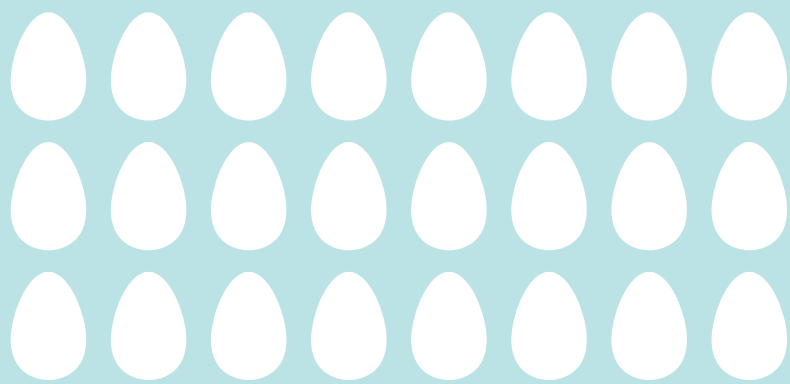


### Planners vs. Procrastinators

Did cupid take the cake early this year or leave the shopping until the very last minute? Here's a look at when our guests purchased their cakes.



**51,500**  
Eggs used



**30,000**  
Pounds of frosting used

It took **32,000 Hours** to bake all our cakes from cracking the eggs to spreading the icing!

Portillo's donated **\$25,000** from the sales of the Heart Shaped Cakes to the

