



Tortilla Town Adds Slow Cooked Barbacoa to Its Paso Robles Menu Lineup

August 24, 2026

PASO ROBLES, CA - August 24, 2026 -

Tortilla Town, a family-run Mexican restaurant on 24th Street in Paso Robles, California, has added slow-cooked barbacoa to its regular menu, making the seasoned beef available across burritos, tacos, and plated meals for residents, regional workers, and wine country visitors.

The barbacoa is prepared by marinating beef with garlic, oregano, and adobo spices, then simmering the meat slowly in its own juices. The method allows the flavors to develop over several hours, producing meat that is tender and seasoned throughout. The addition expands a menu that already features carne asada, al pastor, carnitas, and chile verde prepared using similar slow-cooking methods.

Each barbacoa dish is served with tortillas that the restaurant hand-presses from corn masa daily. According to the restaurant, the tortillas are made fresh each morning rather than sourced pre-packaged, and the same preparation applies across its taco, burrito, and gordita offerings.

"Barbacoa is one of the more time-intensive dishes in Mexican cooking, and there is no shortcut to getting it right," said Roger Sharp, owner of Tortilla Town. "The garlic, oregano, and adobo spices need time to work into the beef, and the meat needs to cook slowly in its own juices. Pairing it with a tortilla pressed by hand that same morning is central to how the dish is served here."

The barbacoa can be ordered in the restaurant's Burrito el Jefe, as part of a taco plate, or built into a salad. The restaurant notes that the same protein can be substituted across menu items, allowing guests to adjust orders to individual dietary preferences.

Roger Sharp described the barbacoa addition as an extension of the restaurant's existing approach to preparation. Discussing the ingredient sourcing referenced by the owner Roger Sharp mentioned in this post, he said the restaurant uses regional produce where available and follows recipes prepared in the traditional slow-cooked style.

The 24th Street location provides access for weekday lunches and weekend dinners near major city corridors. Tortilla Town offers dine-in seating, takeout service, and online ordering for pickup.

"The goal with barbacoa was to prepare it the same way the rest of the menu is handled, from the marinade through the tortillas," Sharp added. "That consistency is what customers have described as the best authentic barbacoa in Paso Robles CA, and it reflects the same methods used across the other dishes."

<https://www.youtube.com/shorts/Gfy6RzE7mWA>

Tortilla Town is a Mexican food restaurant located in Paso Robles, California. The restaurant serves tacos, burritos, and gorditas prepared using traditional slow-cooking methods and daily scratch-made tortillas. The company offers dine-in, online ordering, catering, and franchising opportunities.

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For more information about Tortilla Town, contact the company here: Tortilla Town Roger Sharp (805) 239-3003 info@tortillatown.com 1145 24th St B, Paso Robles, CA 93446

Tortilla Town

Tortilla Town serves fresh, hand-made Mexican food in Paso Robles & San Luis Obispo, CA. Enjoy burritos, tacos, gorditas & salads made from scratch fast. Catering & franchising available. Authentic taste, local flavor!

Website: <https://www.tortillatown.com>

Email: info@tortillatown.com

Phone: (805) 239-3003

