



Tortilla Town Introduces Dedicated Burrito Menu for Paso Robles Lunch Service

October 08, 2026

PASO ROBLES, CA - October 08, 2026 -

Tortilla Town, a Mexican food restaurant in Paso Robles, California, has introduced a dedicated burrito menu structured around its midday service, organizing its burrito selection alongside tacos and gorditas prepared with handmade tortillas.

The menu reorganization groups the restaurant's burrito options as a distinct section of its offerings, a change intended to streamline ordering during peak lunch periods. Each item is prepared using tortillas made in-house, a preparation method that the kitchen applies across its menu items.

The timing of the change aligns with the restaurant's lunch-hour volume, when downtown workers on limited breaks and residents running errands make up a significant portion of orders. By presenting burritos as a defined menu section, the establishment has adjusted how customers navigate the menu during those hours.

Roger Sharp, a spokesperson for Tortilla Town, described the reasoning behind the menu change.

"Burritos travel well and account for a large share of the orders placed during the lunch hour, so organizing them into their own section reflects how customers actually use the menu," said Sharp. "The change is about matching the menu to the midday demand rather than adding anything customers did not already ask for."

The restaurant prepares its tortillas by hand, a detail Sharp identified as consistent across the full menu. As the owner Roger Sharp mentioned in this post, the hand preparation of tortillas applies to the burritos in the same manner as the tacos and gorditas.

"Handmade tortillas are the foundation of what the kitchen does, and that extends to the burritos just as much as the tacos and gorditas," Sharp said. "Consistency in that detail is what customers come to expect."

The burrito section sits within a broader menu that also features tacos and gorditas, allowing patrons to select among the restaurant's core items during a single ordering session. The change reflects an organizational adjustment rather than an addition of new dishes, with the existing burrito preparations now grouped for easier reference.

Alongside dine-in service, Tortilla Town maintains online ordering and takeout for customers seeking Mexican takeout in Paso Robles. The online system allows patrons to place orders for pickup ahead of arrival, an option used frequently by workers operating within limited lunch windows.

The menu reorganization affects the restaurant's dine-in, pickup, and online ordering channels, each of which now reflects the revised burrito section. The restaurant has not altered its tacos, gorditas, or catering offerings as part of the change.

Tortilla Town is a Mexican food restaurant located at 1145 24th St B in Paso Robles, California, serving dine-in and takeout customers. The restaurant prepares tortillas by hand and offers a menu that includes tacos, burritos, and gorditas, along with online ordering, catering for events, and franchising opportunities.

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For more information about Tortilla Town, contact the company here: [Tortilla Town](mailto:info@tortillatown.com) 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!

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