

Tortilla Town Expands Catering Services for Paso Robles Wine Country Events

January 28, 2026

PASO ROBLES, CA - January 28, 2026 -
Tortilla Town, the family-operated Mexican restaurant known for its handmade tortillas and scratch-made dishes, has expanded its catering operations to serve the growing demand for authentic Mexican cuisine at wine country events throughout Paso Robles. The restaurant's enhanced Fiesta Catering service brings the same commitment to fresh, handmade food that has made its brick-and-mortar location a local favorite to weddings, vineyard harvest parties, and corporate gatherings across the region.

The expansion addresses a specific need in the Paso Robles event landscape, where hosts increasingly seek alternatives to standard banquet fare. Tortilla Town's taco bar catering service maintains the restaurant's signature approach of pressing tortillas fresh each morning, even when serving hundreds of guests at vineyard venues. The central kitchen location at 1145 24th St B has been optimized to handle large-scale orders while maintaining the quality standards that define authentic Mexican cuisine.

"Event hosts in wine country deserve better than reheated, mass-produced food that sits in warming trays for

hours," as the owner Roger Sharp mentioned in this post, he has built Tortilla Town's reputation on accessibility and dependability. "We bring the same care to a 200-person wedding that we bring to a single plate in our restaurant. Every tortilla is handmade, every protein is properly marinated and cooked, and every sauce is prepared from scratch."

The catering expansion comes as Paso Robles continues to establish itself as a premier destination for wine country weddings and corporate retreats. Tortilla Town's ability to accommodate various dietary preferences, including gluten-free options through corn-based dishes and vegetarian selections, makes it particularly suited for diverse event gatherings where hosts need to satisfy multiple dietary requirements without compromising on flavor or authenticity.

The restaurant's approach to catering differs significantly from typical event food service. Rather than preparing food hours in advance and transporting it in industrial warmers, Tortilla Town coordinates its preparation schedule to ensure maximum freshness upon arrival. The taco bar format allows guests to customize their selections while experiencing the variety of traditional Mexican preparations, from slow-roasted carnitas to complex mole sauces that require days of preparation.

For winery events specifically, the pairing of authentic Mexican cuisine with local wines has proven particularly successful. The depth of flavors in traditional Mexican cooking, from the brightness of fresh salsas to the richness of braised meats, complements the bold characteristics of Paso Robles wines. This synergy has made Tortilla Town the preferred catering partner for numerous vineyard venues seeking to offer guests a memorable culinary experience that matches the quality of their wine offerings.

The expansion also reflects broader trends in event catering, where hosts increasingly prioritize authentic, locally-sourced options over generic corporate catering. By maintaining its commitment to traditional preparation methods while scaling for larger events, Tortilla Town demonstrates that volume and quality need not be mutually exclusive.

Best Authentic Mexican Catering for Winery Events Paso Robles has become synonymous with Tortilla Town's expanded service, as event planners and venue managers recognize the value of partnering with a caterer that brings genuine culinary expertise to their events. The restaurant's daily operations continue at its Paso Robles location, where it serves locals, families, and travelers while simultaneously supporting its growing catering division.

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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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