

Tortilla Town Expands Mexican Catering Services for Paso Robles Wine Country Events

March 31, 2026

PASO ROBLES, CA - March 31, 2026 -
Tortilla Town, the family-operated Mexican restaurant known for its hand-pressed tortillas and authentic cuisine, has expanded its catering operations to serve corporate events, weddings, and large-scale celebrations throughout Paso Robles and neighboring communities including Templeton and San Miguel.

The expanded catering service addresses a growing demand for elevated event dining that moves beyond standard buffet offerings. The restaurant's signature Taco Bar setup brings the interactive experience of fresh Mexican cuisine directly to venues ranging from North County vineyards to downtown office complexes, maintaining the same scratch-made quality that has earned the establishment its reputation.

"Event hosts consistently tell us they want food that becomes part of the celebration itself, not just sustenance on a warming tray," said the owner Roger Sharp mentioned in this post. "Our expanded catering brings the energy and authenticity of our kitchen directly to their venues, creating an experience guests remember long after the event ends."

The catering expansion leverages Tortilla Town's established practice of pressing fresh tortillas each morning and preparing all dishes from scratch. The service can accommodate events ranging from intimate office lunches for 20 people to wedding receptions hosting 300 guests, with quality remaining consistent regardless of scale. Each catering package includes traditional dishes such as carnitas, mole, and tamales, all prepared using locally sourced ingredients from Paso Robles area farms.

Dietary accommodations have been integrated into the catering model, with dedicated vegan and gluten-free options ensuring all guests can participate in the dining experience. The restaurant's culinary team has developed specific preparation protocols to prevent cross-contamination while maintaining the authentic flavors that define Mexican cuisine.

The Taco Bar setup represents a departure from traditional catering approaches. Rather than pre-plated meals or standard chafing dishes, the service creates an interactive station where guests can customize their selections. The catering team handles all logistics, from initial setup through final cleanup, allowing hosts to focus on their guests rather than food service details.

Authentic Mexican Catering Paso Robles has become increasingly sought after as the region's wine industry attracts more destination events and corporate gatherings. The expansion positions Tortilla Town to meet this demand while supporting local agricultural producers through its ingredient sourcing practices.

The service area encompasses the entire Paso Robles region and immediate surrounding communities, ensuring consistent delivery times and food quality. The restaurant's catering coordinators work directly with event planners to customize menus based on specific event requirements, guest preferences, and venue specifications.

Tortilla Town operates locations in both Paso Robles and San Luis Obispo, serving fresh Mexican cuisine through dine-in service, online ordering, and now expanded catering operations. The restaurant has built its reputation on combining traditional preparation methods with efficient service, pressing tortillas fresh daily and preparing all menu items from scratch while maintaining quick service times. The company also offers franchising opportunities for entrepreneurs interested in bringing the Tortilla Town concept to their communities.

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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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