



Tortilla Town Announces Expanded Authentic Taco Menu for Highway 101 Travelers

July 14, 2026

PASO ROBLES, CA - July 14, 2026 -

Tortilla Town, a Mexican restaurant located at 1145 24th Street in Paso Robles, California, announced today an expanded focus on its taco offerings to serve the growing number of Highway 101 and Highway 46 travelers seeking dining alternatives along Central Coast transportation corridors.

The restaurant has implemented daily production of scratch-made, hand-pressed tortillas as part of its operational expansion. This production method requires additional preparation time but allows the establishment to maintain consistent quality standards for its taco menu items. The location near major highway exits positions the restaurant to serve both long-distance travelers and local residents.

Tortilla Town now prepares its proteins including carne asada, carnitas, and al pastor using traditional slow-cooking methods that require several hours of preparation time. The restaurant has expanded its menu to include vegetarian options alongside traditional meat offerings, accommodating diverse dietary requirements among traveling groups.

"Our hand-pressed tortillas require significant daily preparation but provide the structural foundation necessary for our taco assembly," said the owner Roger Sharp mentioned in this post. "The traditional pressing method produces tortillas with specific texture characteristics that differ from machine-pressed alternatives. This preparation approach reflects standard practices in Mexican street food preparation."

The restaurant operates within the Paso Robles dining market, which includes numerous wine country establishments. Tortilla Town maintains standard pricing structures and portion sizes consistent with fast-casual dining formats. The establishment offers both dine-in seating and takeout service options to accommodate varying customer schedules.

The implementation of locally sourced ingredients represents a recent operational adjustment at the restaurant. This sourcing strategy combines traditional Mexican preparation methods with Central Coast agricultural products. The restaurant has also added catering services to its operational capabilities, serving both private events and corporate functions in the Paso Robles area.

According to local dining surveys, several establishments serve what residents consider the best authentic tacos in Paso Robles CA, with Tortilla Town among those frequently mentioned. The restaurant's positioning reflects broader trends in highway corridor dining, where travelers increasingly seek alternatives to traditional fast food options.

The expansion of taco-focused menu items responds to customer traffic patterns observed along Highway 101, particularly among travelers navigating between San Francisco and Los Angeles. The restaurant reports consistent patronage from both tourist and commercial traffic utilizing these major transportation routes.

Tortilla Town maintains operations seven days per week, adjusting service hours to accommodate peak travel times along the Central Coast corridors. The restaurant's 24th Street location provides direct access from highway exits, reducing travel time for customers continuing their journeys.

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

The establishment represents one of several Mexican restaurants operating in Paso Robles, contributing to the city's diverse dining landscape. As Central Coast tourism continues to evolve, restaurants along major highways adapt their service models to meet changing traveler preferences and time constraints.

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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!

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