burritopatch

FOR IMMEDIATE RELEASE

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Sacramento, CA – Burger Patch <u>announced</u> the grand opening of its digital-forward sister brand, Burrito Patch. The new concept, previously tested during sold-out pop-ups over the last year, will feature a plant-based spin on nostalgic Mexican-style fast food, including burritos, chimichangas, quesadillas and more. The menu and experience will offer a familiar look and feel that has propelled Burger Patch to success over the last five years.

While the food is prepared and picked up from the current Burger Patch kitchen at 2301 K Street in Midtown, Sacramento, to streamline the in-store experience customers will order exclusively <u>online</u> from the restaurant's website and from select mobile apps for pickup or delivery. Guests are encouraged to download the <u>Patch App</u> to view the latest menu. The app also offers the best pricing, access and experience where guests can order seamlessly from both brands at the same time while earning and redeeming shared points for discounts and free items with a <u>Patch Perks</u> membership. New members will now have the option to redeem an initial offer for a free Patch Burger or Patch Protein Burrito after enrollment.

"The loyalty and support of our fans has afforded us the confidence to innovate and break new ground," said cofounder Phil Horn. "Burrito Patch is a direct result of their feedback, allowing us to amplify our mission of feeding kindness for our planet, animals and communities by doubling the options with an entirely new vegan menu."

The flagship location on K Street recently doubled its size to add 20 additional indoor seats and an expanded back of house to accommodate the launch of Burrito Patch. The larger footprint for the dual-brand concept will be replicated when they open their first out of market store in Oakland, California later this Spring.

Burrito Patch will share existing regular hours for each location with online ordering available for pickup 15 minutes before closing and delivery approximately 30 minutes before midnight Sunday through Thursday and 2am Friday and Saturday. Guests ordering ahead for pickup are encouraged to enjoy their meal in the expanded dining room.

Burger Patch was created in 2017 by husband-and-wife, Phil and Danea Horn, after adopting a plant-based diet together to support a <u>life-saving kidney transplant for Danea</u>, for which Phil was the donor. Since the first popup events <u>drawing 4-hour lines</u>, Burger Patch has become a veteran in the plant-based restaurant scene. From popular brick-and-mortar locations, including a <u>recently announced spot to open in Oakland</u>, to festival and event appearances Burger Patch has been a staple throughout Northern California serving their modern ingredients with nostalgic taste to over 500,000 customers including at BottleRock Napa Valley, the <u>World's</u> <u>Strongest Man Competition</u> and inside <u>Sacramento's Golden 1 Center</u>.

Delivering a trusted experience, Burger Patch has earned multiple recognitions as "Best Vegan Restaurant". In 2022 the brand was honored with the Sacramento Business Journal's <u>Diversity Equity and Inclusion Award</u> and the annual <u>Corporate Citizenship Award</u> for their consistent work in contributing to causes in their community including their Patch Match program, where they have donated over \$50,000 to local non-profit organizations.

Future updates can be found by following on Instagram (@theburgerpatch) and by visiting burgerpatch.com.

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