



**MEDIA CONTACT:**

Sara Barker

[sbarker@freebirds.com](mailto:sbarker@freebirds.com)

415-637-1353

## **A FREEBIRDS RESOLUTION: DITCH THE TORTILLA FREEBIRDS BURRITO BOWLS HAVE FEWER CARBS AND CALORIES**

**SAN FRANCISCO (January 2, 2012)** — [FREEBIRDS World Burrito](#), the fast casual burrito joint with the rock 'n' roll attitude, encourages guests to keep their New Year's resolutions with its Burrito Bowls. A FREEBIRDS Burrito Bowl has approximately 260 fewer calories and 44 fewer carbohydrates than a regular FREEBIRDS Burrito.

Burrito Bowls are built just like a FREEBIRDS Burrito, but without the tortilla. Bowls include choice of grass fed steak, hormone-free chicken, or all natural slow roasted pork carnitas and are custom built with over 40 freshly prepared ingredients such as black or pinto beans, roasted corn salsa, home made guacamole, grilled jalapenos and Bad \*ss BBQ sauce, to name a few. Burrito Bowls are served in a 100% biodegradable container made from sustainable bamboo and corn.

“When people eat a burrito bowl, they’re cutting out the equivalent of a scoop of ice cream,” said FREEBIRDS President Jim Mizes. “We want people to know they can satisfy their FREEBIRDS craving without feeling guilty.”

For a limited time, FREEBIRDS is offering its Fanatic loyalty cardholders Triple Stamp rewards on Burrito Bowls and Freedom Salads and Double Stamp rewards on all other entrées.

### **ABOUT FREEBIRDS WORLD BURRITO**

FREEBIRDS is about awesome burritos and freedom of choice. Guests choose from four sizes of burritos - or Burrito Bowls, Nachos, Quesadilla or the Freedom Salad – then custom build their selection with over 40 freshly prepared ingredients. The restaurants have a free-spirited ambience with a rockin' soundtrack, reminiscent of a late-'60s rock 'n' roll roadhouse. It's Not Normal!®

FREEBIRDS offers online ordering and full service catering to feed 10 – 10,000. For more information or to place an order, visit [www.freebirds.com](http://www.freebirds.com), call (888) 392-2287 or email [catering@freebirds.com](mailto:catering@freebirds.com).

Concept owner [Tavistock Restaurants, LLC](#) operates 62 FREEBIRDS restaurants in Texas, California and Oklahoma.

###