



Portillo's Celebrates National Cheeseburger Day with Plans for a New Restaurant in Buford, Georgia

September 18, 2026

The legendary Chicago restaurant brand will bring its iconic menu items – including its beloved Char-Broiled Burgers – to Buford as it continues its Georgia expansion, marking its second restaurant in the state following the 2025 opening of its Kennesaw location

OAK BROOK, Ill., Sept. 18, 2026 (GLOBE NEWSWIRE) -- In honor of National Cheeseburger Day, [Portillo's](#) (NASDAQ: PTLO), the fast-casual restaurant concept known for its menu of unrivaled Chicago-style street food, today announced plans to open a new restaurant in Buford, Georgia, in 2027. The new restaurant will mark Portillo's second location in Georgia, following the November 2025 opening of its Kennesaw restaurant.

The new Portillo's will be located at the intersection of Buford Highway (Highway 20) and Mall of Georgia Boulevard. The approximately 4,900-square-foot restaurant will offer seating for nearly 100 guests indoors, plus an additional 20 seats on an outdoor patio. Designed to serve guests however they choose to enjoy Portillo's, the restaurant will also feature the brand's signature double drive-thru lanes, Portillo's Pick-Up shelves, and Grab and Go area for added convenience.

"We've felt an incredible welcome from Georgia guests since first opening in Kennesaw last year, and we're excited to bring even more of what makes Portillo's special to Buford," said Brett Patterson, President and Chief Executive Officer of Portillo's. "As we continue to grow, we're being thoughtful about where and how we expand, and Buford is a great next step for us. We can't wait to introduce even more Georgians to the craveable food and one-of-a-kind experience that have made Portillo's a destination for more than 60 years."

When Portillo's Buford opens in 2027, guests can expect to enjoy Portillo's signature menu of Chicago-style favorites, including Chicago-Style Hot Dogs, famous Italian Beef Sandwiches, Char-Broiled Burgers and Portillo's classic Chocolate Cake. And with the announcement landing on National Cheeseburger Day, there's no better time to celebrate the Char-Broiled Burgers that will soon be headed to Buford.

Portillo's fans can sign up for the latest details about the new Buford restaurant, including hiring opportunities and opening announcements at [Portillos.com](#).

Fans can also join Portillo's Perks, the brand's loyalty program, for exclusive offers, experiences and other rewards at [Portillos.com/perks](#). New Perks members will also receive a free large French fry with their first order of \$5 or more. Terms and exclusions apply.*

For more information on this restaurant and others, please visit [portillos.com](#) or follow Portillo's on [Facebook](#), [X](#) and [Instagram](#), and [TikTok](#).

**New Perks members only. Terms and exclusions apply. Limit 1. See [Portillos.com/Perks](#) for more details.*

ABOUT PORTILLO'S

Portillo's (NASDAQ: PTLO) is a one-of-a-kind brand that has grown from a small hot dog trailer in Chicago to more than 100 restaurants across 11 states. Known for its unique menu of craveable Italian beef sandwiches, Chicago-style hot dogs, char-grilled burgers, fresh salads and iconic chocolate cake, Portillo's is beloved in both its home of Chicagoland and across new and growing markets. Portillo's operates a company-owned model of not just restaurants – but experience-focused destinations that blend dine-in, drive-thru, takeout and delivery to serve our guests with the food they crave. And now, after six decades of success and counting, Portillo's is on a mission to bring its iconic food and unforgettable dining experience to guests across the country.

Guests can join Portillo's Perks, the brand's loyalty program, at [Portillos.com/perks](#) to earn and redeem delicious rewards. Every visit brings fans closer to exclusive perks, badges and surprise offers. Fans can also download the Portillo's App for iOS or Android or visit Portillo's website to order ahead for pickup or delivery and get the best dill on these bun-believable delicious Chicago-style favorites and more. Plus, Portillo's ships its crave-worthy food to all 50 states via its website.

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