

A Match Made in Chocolate (Cake) Heaven: Portillo's Teams Up with America's Favorite Bakery, Milk Bar, to Create the Ultimate Chocolate Cake Cookie

October 8, 2024

Available for a limited time, the irresistibly rich Portillo's Chocolate Cake Cookie gives fans of the iconic chocolate cake the chance to savor its decadence in a legendary limited-time Milk Bar cookie - created in partnership with renowned Milk Bar founder, Chef Christina Tosi, and in celebration of the bakery's upcoming Chicago location

CHICAGO, Oct. 08, 2024 (GLOBE NEWSWIRE) -- Chocolate lovers everywhere, rejoice! Portillo's, the fast-casual restaurant concept known for its menu of unrivaled Chicago-style street food, and iconic New York bakery, Milk Bar, have teamed up to create a limited-edition treat – the Portillo's Chocolate Cake Cookie.

This rich and fudgey-licious soft baked cookie combines the flavors of Portillo's moist chocolate cake with swirls, pops and chunks of Portillo's iconic fudge frosting, all baked into the perfect Milk Bar chocolate cookie. Whether a fan of Portillo's legendary chocolate cake or Milk Bar's decadent desserts, this chewy and decadent chocolate creation is sure to satiate any sweet tooth.

"Portillo's world-famous, homemade chocolate cake is iconic," said Garrett Kern, Portillo's VP of Strategy and Culinary. "This delicious dessert has been a staple on our menu for decades, and when we were given the chance to collaborate with the fantastic Christina Tosi and Milk Bar, we knew we had the ultimate opportunity to transform our fan-favorite cake into hand-held treats Portillo's, Milk Bar and chocolate lovers everywhere could enjoy."

Starting Tuesday, Oct. 8, the limited-edition, individually-wrapped Portillo's Chocolate Cake Cookie will be available for purchase inside at all Portillo's restaurants with dining rooms via the grab-and-go display. In addition, a six-count Cookie Tin will be available for nationwide shipping at MilkBarStore.com, while supplies last.

"Famous for VERY good reason, there is perhaps no greater restaurant dessert idol than Portillo's Chocolate Cake- plump, rich, soft, understated yet an absolute home run. A celebration any and every day of the week. Both the chef and the home baker in me look to this perfect specimen whenever I get into the kitchen to create something that will move people, start legendary rumors, stand the test of time," said Christina Tosi, Milk Bar Founder. "It is one of the coolest moments of our careers to bake a love letter to this icon through the lens of a Milk Bar Cookie- dense and fudgy, yet flirtatiously cakey with pops of chocolate frosting drops."

To learn more about Portillo's, the Portillo's Chocolate Cake Cookie and find a store near you, please visit portillos.com, or follow Portillo's on Facebook, X, Instagram and TikTok.

Portillo's and Milk Bar's Limited-Edition Portillo's Chocolate Cake Cookie



Portillo's and Milk Bar have teamed up to create the limited-edition Portillo's Chocolate Cake Cookie. This rich and fudgey-licious soft baked cookie combines the flavors of Portillo's moist chocolate cake with swirls, pops and chunks of Portillo's iconic fudge frosting, all baked into the perfect Milk Bar chocolate cookie. For more information visit Portillos.com.

To learn more about Milk Bar and their upcoming Chicago location or to purchase a six-count Cookie Tin of the Portillo's Chocolate Cake Cookie online, visit milkbarstore.com. you can also follow Milk Bar on Facebook, X, Instagram and TikTok.

ABOUT PORTILLO'S

In 1963, Dick Portillo invested \$1,100 into a small trailer to open the first Portillo's hot dog stand in Villa Park, Ill., which he called "The Dog House." Years later, Portillo's has grown to include more than 85 restaurants across 10 states. Portillo's is best known for its Chicago-style hot dogs, Italian beef sandwiches, char-grilled burgers, fresh salads and famous chocolate cake. Portillo's favorites are available through its fast-growing catering business. Portillo's also ships food to all 50 states via Portillos.com.

ABOUT MILK BAR

Milk Bar is a sweet shop that's been turning familiar treats upside down since 2008. Founded by James Beard Award-winning pastry chef Christina Tosi, Milk Bar first opened its doors in NYC's East Village, and has developed a loyal fanbase in the fifteen years since. Named one of the most innovative companies in the world by Fast Company in 2022, Milk Bar is currently available across 12 bakery locations in NYC, LA, Washington DC, Las Vegas and Seattle, ships treats nationwide through an eCommerce care package platform, and most recently launched a line of grocery products, available nationwide in major retailers such as Whole Foods and Costco. Milk Bar is also available on demand in various cities across the country in partnership with delivery providers such as DoorDash. For more information, visit milkbarstore.com.

CONTACT

A photo accompanying this announceme 88ec-a212f41d0456	ent is available at <u>https://www</u>	v.globenewswire.com/News	Room/AttachmentNg/1435	8f25-c5ca-4ade-