

## The Client

**Portillo's, Inc.** is a well-known fast casual restaurant chain based in the Chicago area, famous for its Chicago-style cuisine, including hot dogs, sausages, and Italian beef. With 50 locations across Illinois, Portillo's has expanded into several other states, including Arizona, Texas, Indiana, Minnesota, Florida, Wisconsin, Michigan, and California.

## The Challenge

By 2018, Portillo's had grown to about 40 locations and partnered with **npn360**. Having gone public in 2021, Portillo's has experienced rapid growth, and with that expansion came the need for a reliable restaurant marketing partner. They sought support for a variety of marketing materials, including printed menus, tent cards, signage (both indoor and outdoor), grand opening kits, apparel, branded merchandise, and onboarding kits for new locations. This involved managing **up to 100 new SKUs each year**.

Since many of these products varied by region, Portillo's needed a centralized platform to manage access based on store location and team member roles. Additionally, they required real-time tracking of inventory levels, ensuring products were always in stock, while also adhering to strict brand guidelines.

## The Solution

**npn360** provided a scalable, online marketing portal tailored to Portillo's needs, where users could access specific SKUs based on their store location and role. Each SKU is assigned a reorder threshold based on a six-month supply, triggering daily alerts for inventory needs.

As Bill Burris, Managing Director at **npn360**, explains, "We don't spend your money for you, but we provide data-driven solutions that empower Portillo's marketing team to make informed decisions on reordering and adding new merchandise".

The **npn360** team combines advanced technology with hands-on customer support, working closely with Portillo's marketing teams at all levels—from the Chief Marketing Officer to regional directors, field marketing, and store managers. They offer expert advice on materials, design, and scheduling, always ensuring brand consistency. In addition, **npn360** created and manages a digital asset library within the platform, providing easy access to all branded downloadable assets.

The platform was custom-built to Portillo's specific requirements, featuring a dashboard that offers complete transparency and real-time data, enabling the company to track marketing performance and ROI. The system also includes advanced inventory management features, data visualization, budget tracking, product preferences, and a heat map of order activity across different locations.

Products can be ordered from existing inventory or customized by location, with print-on-demand capabilities. The system incorporates Portillo's business rules and brand standards, ensuring that every item produced aligns with the company's brand identity.

## The Outcome

**With npn360, Portillo's achieved a cost savings of 22.5%**  
**... increased time to market by 40%**  
**... and improved on-time performance to 99.9%**

