

# Birria World Press Kit

*The Central Hub for All Things Birria*

---

## About Birria.World - Our Website

Birria.World is a one-of-a-kind platform dedicated to celebrating and promoting the rich culture of birria. As the go-to authority for everything birria-related, we connect enthusiasts with the best restaurants, share the latest birria news, and provide an engaging hub for community interaction.

Our mission is to make birria a household name, and our vision is to create a vibrant, global community centered around this beloved dish. Whether you're a passionate foodie, a restaurateur, or just birria-curious, Birria.World is your destination.

---

## Key Features

### Website

- **Restaurant Directory:** Discover the best birria spots in the United States and across the globe.
- **News & Events:** Stay updated with the latest in birria culture.
- **Merchandise:** Show your love for birria with exclusive items like keychains, hats, and caps.

### Content Creation

- **QuesaChiva Challenge:** An exciting show that brings birria to life through culinary adventures and challenges.
  - **YouTube Channel:** <https://www.youtube.com/@BirriaWorld>. Follow Birria.World on YouTube, for mouthwatering videos and engaging stories from the birria world.
- 

## Founder & Team

**Raul Luis**, Founder and Owner of Chalios Restaurants, is the visionary behind Birria.World. His passion for birria and dedication to promoting its legacy have made him a key figure in birria culture.

*"Birria is more than a dish – it's a celebration of tradition, community, and flavor. Birria.World brings this experience to everyone. So, Make it a GOAT Day!" – Raul Luis*

---

## Press Coverage Highlights

- *[Insert Media Outlet]: "Birria World is redefining how we celebrate traditional cuisine."*
  - *[Insert Media Outlet]: "The QuesaChiva Challenge is a must-watch for food lovers everywhere."*
- 

## Product/Service Highlights

- **Merchandise:** Exclusive hats, keychains, caps, and clothing, celebrating birria culture.
  - **Events:** Interactive birria challenges and community-driven initiatives.
- 

## High-Quality Images and Logos

- [Insert Logo Image Here]
  - [Include Product Images: Merchandise, Food Photography, Events]
  - [Team Photos: Raul Luis and the team]
- 

## Social Media & Contact Information

- Website: <https://birria.world>
- Email: [contact@birria.world](mailto:contact@birria.world)
- Social Media:
  - YouTube
  - TikTok
  - Facebook
  - Instagram
  - Pinterest
  - Twitter/X

---

## FAQ

### **What is the QuesaChiva Challenge?**

The QuesaChiva Challenge is a unique show in which we ask regular, normal people to taste the difference between Goat and Beef Birria tacos. The results will surprise you!

### **How can I partner with Birria World?**

We welcome collaborations! Whether you're a chef, a restaurant owner, or a brand, contact us at [contact@birria.world](mailto:contact@birria.world).

---

## Act Now!

Are you ready to join the birria revolution? Partner with us, feature your restaurant, or collaborate on our next big project! Email us at [contact@birria.world](mailto:contact@birria.world) to get started.

