



Surcheros® Opens New Doors in Waycross at Memorial Drive

The First 100 Customers on August 18 Receive Free Burritos for a Year!

WAYCROSS, GA, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- [Surcheros®](#), the community favorite known for bold flavors and Southern hospitality, is thrilled to announce the opening of its brand-new corporate restaurant in Waycross. Located at 2330 Memorial Dr., the new restaurant will host a celebration on Tuesday, August 18, 2026.

To celebrate the grand opening, Surcheros is hosting a ribbon-cutting ceremony on Tuesday, August 18, alongside The Big Giveaway, where Surcheros is giving away Free Burritos for a Year* to the first 100 guests who make a purchase and scan their receipt in the Surcheros app.

"We are thrilled to expand our presence in Waycross with this brand-new location," said Luke Christian, Founder and CEO of Surcheros. "Our team is eager to welcome our neighbors into our doors to experience the same quality and hospitality that our guests have come to love."

The new restaurant features all the fan favorites including bowls, tacos, grilled burritos, and quesadillas with a choice of premium meats and vegetables. The menu also includes a selection of more than 25 toppings and a variety of signature sauces.

"Opening this new restaurant in Waycross marks an exciting milestone for the brand," added Luke Christian. "Seeing our corporate teams continue to invest in the state of Georgia reinforces the commitment to community and authentic hospitality that defines Surcheros. We are proud to share our menu with the people of Waycross."

The Waycross location offers a spacious dine-in area. For those on the go, the restaurant offers pickup with reserved curbside parking, plus catering and delivery through DoorDash and Uber Eats. The location will be open Monday through Thursday, Saturday, and Sunday from 10:30 am to 9:00 pm, and Friday from 10:30 am to 9:30 pm.

For more information, visit www.surcheros.com or follow us on social media at @Surcheros.

*Offer valid for the first 100 guests who make a purchase at the restaurant and scan their receipt through the Surcheros app on August 18th. Winners will receive 52 entrées, one per week, credited to their rewards account. Must be used within the week of credit. Participants must be a

minimum of 16 years old.

About Surcheros®

Luke Christian launched Surcheros in 2007 with a simple formula in mind: combine bold Tex-Mex flavors with the Southern hospitality of his youth. Each meal is custom made to order. Guests can build burritos, tacos, burrito bowls, quesadillas, salads, and more by choosing from freshly grilled meats and a wide selection of toppings and signature sauces. The family-friendly menu also offers meals for the Lil' Ones with their kids menu and catering options for groups of 10 or more.□

Surcheros is pleased to serve guests throughout the southeast and looks forward to continued expansion. In 2026, Surcheros earned a spot on Fast Casual's Top 100 Movers & Shakers list, further validating its growing momentum and commitment to excellence.□□

Interested in joining the Surcheros family? Learn more at www.surcheros.com/franchising.

Kim Miller
Ink Link Marketing
+ +1 305-631-2283
[email us here](#)

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