

March 19, 2021

Robert Wright
President and Chief Executive Officer
Potbelly Corporation
111 N. Canal Street, Suite 850
Chicago, IL 60606

Corporation
Statement on Form S-3
2021

Re: Potbelly
Registration
Filed March 15,
File No. 333-254284

Dear Mr. Wright:

This is to advise you that we have not reviewed and will not review your registration statement.

Please refer to Rules 460 and 461 regarding requests for acceleration. We remind you that the company and its management are responsible for the accuracy and adequacy of their disclosures, notwithstanding any review, comments, action or absence of action by the staff.

Please contact Nicholas Lamparski at (202) 551-4695 with any questions.

Sincerely,

Division of Corporation Finance

Office of Trade & Services

cc:

Edward S. Best