



# FREE FRANCHISE REPORT



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*Our cult-like following keeps our stores full and our business growing.*

## WHAT IS TACO JOHN'S?



## TACO JOHN'S FAST-CASUAL QUALITY IN A DRIVE-THRU FORMAT MAKES MEXICAN FRANCHISE STAND OUT

Taco John's is a Mexican franchise that is one of the largest quick service Mexican franchises in the United States, having won a cult-like following thanks to its bold flavors, fresh ingredients and commitment to quality. We coined the term Taco Tuesday® and have been a cultural phenomenon for decades. Our first restaurant opened in 1969 in Cheyenne, Wyoming, and we are growing nationwide — particularly in areas east of the Mississippi where the fast-growing Mexican QSR category currently offers only one national competitor and there is a demand for alternatives.

Over 60 percent of Taco John's food goes out the drive-thru window. Since more than half of our customers don't step inside the restaurant, this allows franchisees to build smaller restaurants, which

reduces land lease or acquisition costs, and construction costs without impacting sales. Because we diversify our food offering over three dayparts, our business is easier to manage than “lunch dominant” or “dinner dominant” brands. We were the first Mexican QSR to offer breakfast burritos, and our breakfast daypart has grown steadily for several years.

As Taco John's President Jim Creel told Franchising Today magazine, “We offer a legacy brand with nearly 50 years of success in a fast growing category, with available territory, unique menu items and fanatical customers.”

Our menu is bold and robust. We have a unique flavor profile that comes from our own secret mix of



spices, and our brand has been built around distinctive menu items such as Potato Olés®, meat and potato burritos, handmade chips, fresh produce and quality tortillas.

Taco John's has been unapologetic about using real ingredients, about not taking shortcuts and about doing things a little differently. We are privately

## WHY NOW IS A GREAT TIME TO OPEN A TACO JOHN'S

Taco John's is a proven concept that has grown to almost 400 locations since 1969 — and its growth is accelerating. Our commitment to quality, freshness and bold flavors is a perfect match for what diners are looking for today, which is one reason our customer following is so strong.

For more than four decades, we have competed head-to-head against the nation's largest Mexican QSR restaurant chain, and we know how to carve out our own niche in the marketplace and win loyal, high frequency customers and convert them to brand champions. There is a huge opportunity for growth in the Mexican QSR segment. While other food segments — burgers, sandwiches, pizza — feature multiple nationwide competitors, that's not yet the case among Mexican fast food franchises. There's only one nationwide player — and there is room for a higher-quality alternative for customers.

Taco John's is squarely positioned to occupy the second player position, and we are looking for multi-

owned, and led by a management team with deep operational experience.

“Taco John's has always stood for quality, and when you look at the Millennial group that all QSRs are trying to capture, they value quality, freshness and bold flavors,” says, Van Ingram, VP for Franchise Development. “Some fast food giants are suffering because they forgot about quality in their efforts to drive down food prices. That's not something we will ever do. Quality is our business. Customers seek it out.”

“The guest of the future is quickly moving away from low-cost and low-quality fast food,” Creel says. “We've been focused on elevating the quality of our food beyond our competitors through new innovation and adding fresh, made-to-order items, like street tacos, to our core menu.”

unit franchisees who want a new business to grow. According to the 2016 NPD Group Inc. CREST Report, “Classic QSR staples posted the biggest declines: burgers, french fries, cold cut combos and chicken sandwiches.” CHD Expert reports that Mexican menu type represents 9% of the total restaurant landscape.

Tom Clarke, who owns a Taco John's in Long Island, New York, says customers have flocked to the restaurant. As a sophisticated multi-brand franchisee of other systems, Clarke saw quick service Mexican as a rapidly growing yet underserved market.

“I've been amazed at how often people in New York line up for Mexican. The public opened up to a whole new profile of food. Millennials want good-tasting variety in their food; soda and fries alone don't cut it anymore. Taco John's gives me the ability to expand and sell the flavor profiles my customers want.”

## WHERE IS TACO JOHN'S HEADED?

Targeted States			
Alabama	Iowa	New Jersey	South Dakota
Arkansas	Kansas	New York	Tennessee
Colorado	Kentucky	North Carolina	Utah
Florida	Michigan	North Dakota	Virginia
Georgia	Minnesota	Ohio	Washington
Idaho	Missouri	Oregon	West Virginia
Illinois	Montana	Pennsylvania	Wisconsin
Indiana	Nebraska	South Carolina	Wyoming

Priority Market Areas
Colorado (Denver, Colorado Springs)
Idaho (Boise)
Kentucky (Louisville)
Michigan (Detroit, Grand Rapids)
Minnesota (Minneapolis)
Missouri (Kansas City, St. Louis)
Ohio (Columbus, Cincinnati, Toledo, Dayton, Cleveland)
Tennessee (Knoxville, Memphis, Jackson, Tri-Cities)

Taco John's is ready to burst out of its stronghold in the Mountain West and Midwest. Entire markets are open, particularly east of the Mississippi, and the leadership team we have in place is adept at supporting fast-growing operators.

"Everywhere we have fought this fight, we have won the fight," Ingram says. "We didn't just create a footprint, we created a footprint with a cult-like following. We are looking for folks to come in, invest, to be a part of it and to grow with us."

In fact, Taco John's has signed a record-setting number of commitments for new locations to be opened in the coming years. This includes new market entries into Indianapolis, Nashville and New York. To learn more, visit our blog at [tacojohnsfranchise.com](http://tacojohnsfranchise.com) highlighting our interview in QSR magazine.

## WHAT ARE THE STARTUP COSTS AND FEES?

### A LOOK AT THE STARTUP COSTS FOR A TACO JOHN'S RESTAURANT

Those interested in starting a Taco John's franchise will need liquid assets of at least \$350,000 and a net worth of at least \$500,000. The Taco John's startup cost for individual restaurants varies significantly based on location and floor plan. Taco John's offers four floor plans to help investors take advantage of a variety of locations, including traditional freestanding drive-thru locations, end-cap with drive-thru, travel plaza locations, and non-traditional real estate opportunities.

Nearly all locations call for drive-thru. That's because drive-thru sales account for over 60% of sales nationwide.

Our initial franchise fee for traditional locations is \$25,000 for the first restaurant and \$20,000 for subsequent locations. For non-traditional locations such as malls, airports or college campuses, the initial franchise fee is \$10,000. Taco John's royalty fee is 5% of net sales for standalone and end-cap locations, and 7% of net sales for non-traditional locations.

Financing a Taco John's is relatively simple. Franchisees are free to use their choice of lenders, plus we have established relationships with national lenders Directed Equity and Wells Fargo.

**Here's a look at the Taco John's franchise costs:**



## SIGNATURE T16 RESTAURANT

The Signature T16 restaurant buildings are 1,575 to 2,100 square feet with seating for 40-56. They require a lot between 22,000 and 30,000 square feet and may park 20-30 vehicles. The following chart describes your estimated initial investment to establish a Signature T16 restaurant building.

Expenditures	Low-High Range	Method of Payment	When Payable	To Whom Paid
Initial Franchise Fee (1)	\$20,000 to \$25,000	Cash	In full on signing the Franchise Agreement	Us
Real Estate Purchase or Lease (2)	See Note 2	As arranged	As arranged	Seller or landlord
Site Preparation and Completion Costs (3)	\$135,000 to \$300,000	As arranged	As scheduled	Contractors
Construction Costs (4)	\$480,000 to \$600,000	As arranged	As scheduled	Contractors
Operating Equipment (5)	\$130,000 to \$150,000	As arranged	As arranged	Suppliers
Furniture, Fixtures and Décor (6)	\$20,000 to \$45,000	As arranged	As arranged	Suppliers
Signage and Installation (7)	\$28,000 to \$42,000	As arranged	As arranged	Manufacturers and installers
Point of Sale System (8)	\$32,000 to \$45,000	As arranged	As arranged	Suppliers
Initial Inventory (9)	\$15,000 to \$22,000	As arranged	As arranged	Suppliers
Grand Opening Marketing (10)	\$5,000 to \$12,000	As incurred	As arranged	Suppliers
Pre-Opening Training (Travel and Living Expenses) (11)	\$32,000 to \$45,000	As incurred	Before Opening	Suppliers
Miscellaneous Opening Costs (12)	\$20,000 to \$60,000	As incurred	As arranged	Governmental authorities, providers, and other third parties
Additional Funds (13)	\$25,000 to \$35,000	As incurred	As arranged	Various suppliers and providers
<b>TOTAL ESTIMATED INITIAL INVESTMENT (without real estate costs) (14)</b>	<b>\$942,000 to \$1,381,000</b>			

Notes can be found online at [www.tacojohnsfranchise.com/financial-disclosure-notes/](http://www.tacojohnsfranchise.com/financial-disclosure-notes/)

## NON-TRADITIONAL RESTAURANT

Taco John's also offers development options for non-traditional locations such as airports, malls, military bases, and college/university food courts. It typically requires 675 to 2,000 square feet with seating for 0 to 50. The following chart describes your estimated initial investment to establish a non-traditional restaurant building.

Expenditures	Low-High Range	Method of Payment	When Payable	To Whom Paid
Initial Franchise Fee (1)	\$10,000	Cash	In full upon signing the Franchise Agreement	Us
Real Estate Lease (2)	(See Note 2)	As arranged	As arranged	Seller or landlord
Leasehold Improvements (3)	\$60,000 to \$250,000	As arranged	As scheduled	Contractors
Operating Equipment (4)	\$115,000 to \$135,000	As arranged	As arranged	Suppliers
Furniture, Fixtures and Décor (5)	\$20,000 to \$30,000	As arranged	As arranged	Suppliers
Signage and Installation (6)	\$5,000 to \$10,000	As arranged	As arranged	Manufacturers and installers
Point of Sale System (7)	\$14,000 to \$26,000	As arranged	As arranged	Suppliers
Initial Inventory (8)	\$15,000 to \$22,000	As arranged	As arranged	Suppliers
Grand Opening Marketing (9)	\$5,000 to \$12,000	As incurred	Set aside	Suppliers
Pre-Opening Training (Travel and Living Expenses) (10)	\$32,000 to \$45,000	As incurred	Before Opening	Suppliers
Miscellaneous Opening Costs (11)	\$20,000 to \$60,000	As incurred	As arranged	Governmental authorities, providers, and other third parties

Expenditures	Low-High Range	Method of Payment	When Payable	To Whom Paid
Additional Funds (12)	\$25,000 to \$35,000	As incurred	As arranged	Various suppliers and providers
<b>TOTAL ESTIMATED INITIAL INVESTMENT (without real estate costs)</b>	<b>\$321,500 to \$645,000</b>			

Notes can be found online at [www.tacojohnsfranchise.com/financial-disclosure-notes/](http://www.tacojohnsfranchise.com/financial-disclosure-notes/)

## LEARN MORE

Greater detail about these startup costs are outlined in our Franchise Disclosure Document, which is provided to franchise candidates who are in touch with us and evaluating the franchise opportunity. To start the process, call us at 307-772-3919. We look forward to answering your questions!



## HOW MUCH CAN I MAKE?

### A LOOK AT THE TACO JOHN'S REVENUE MODEL AND FINANCIAL PERFORMANCE

Taco John's is a successful multi-unit franchise that has built a cult-like following among customers thanks to our bold Mexican-inspired menu and quality ingredients. Fresh really does taste better. That's something that we've been committed to since 1969 and that customers care more about today. The quality of our menu allows us to attract customers on the basis of quality and flavor — not just price.

Taco John's owns 10 corporate stores, and board members own 10 more stores — which keeps us focused on the bottom line and helps us test ideas before pushing them out to franchisees. The company is continually looking for ways to generate customer traffic, maintain or build margins and lower costs — all without sacrificing quality.

The following chart provides the average operating results for calendar years 2014, 2015 and 2016 for six of our company-owned and operated restaurants in Colorado and Wyoming with drive-thru. These same six restaurants were opened for all of calendar years 2014, 2015 and 2016. We have ten company-owned and operated restaurants. We did not include the other four restaurants because two of our company-owned restaurants were closed for a period of time during 2014 for remodeling; one has only seven seats (whereas all the other restaurants reported have 30 or more seats); and one is in an economically depressed market area operated at a remote distance from all other company-owned restaurants. By limiting the chart below to the same six restaurants opened for the full calendar years 2014, 2015 and 2016, we are able to show same store average comparisons for those three years. The Notes for the chart, found on our website at xxx, explain the data included in the chart and you should review them carefully.

Average Financial Performance	2014	%	2015	%	2016	%
<b>Average Point of Sale Totals (1)</b>	\$1,172,144	100%	\$1,195,568	100%	\$1,187,286	100%
<b>Food</b>	341,839	29.2%	\$345,693	28.9%	317,364	26.7%
<b>Paper</b>	39,678	3.4%	38,697	3.2%	35,859	3.0%
<b>Service Fees (2)</b>	1,057	0.1%	88	0.0%	(20)	0.0%
<b>Total Costs of Sales (3)</b>	\$382,573	32.6%	\$384,478	32.1%	\$353,203	29.7%
<b>Gross Profit</b>	\$789,570	67.4%	\$811,090	67.9%	834,083	70.3%
<b>Labor</b>	364,000	31.1%	351,002	29.4%	358,364	30.2%
<b>Variable Expenses (4)</b>	62,530	5.3%	77,379	6.5%	79,132	6.7%

Average Financial Performance	2014	%	2015	%	2016	%
<b>Controllable Costs (5)</b>	54,820	4.7%	55,304	4.6%	55,493	4.7%
<b>Total Manageable Profit</b>	<b>\$308,220</b>	<b>26.3%</b>	<b>\$327,406</b>	<b>27.4%</b>	<b>\$341,095</b>	<b>28.7%</b>
<b>Royalty Fees (6)</b>	46,886	4.0%	47,823	4.0%	59,431	5.0%
<b>Advertising Fund Fees (6, 7)</b>	52,747	4.5%	49,863	4.2%	54,723	4.6%
<b>Total Fees</b>	<b>\$99,633</b>	<b>8.5%</b>	<b>\$97,686</b>	<b>8.2%</b>	<b>\$114,154</b>	<b>9.6%</b>
<b>Net Income Before Occupancy and General Administrative Costs (8)</b>	<b>\$208,587</b>	<b>17.8%</b>	<b>\$229,720</b>	<b>19.2%</b>	<b>\$226,941</b>	<b>19.1%</b>

Below, you can find the charts that provide the average operating results for the calendar year of 2016 for six of our company-owned and operated restaurants in Colorado and Wyoming with drive-thru. These same six restaurants were opened for all of the calendar years of 2014 and 2015. The numbers below, as well as the numbers for 2014 and 2015, can be found in the Taco John's Franchise Disclosure Document.

Average Financial Performance	\$	%
Average Point of Sale Totals	\$1,187,286	100.00%
Food	\$317,364	26.7%
Paper	\$35,859	3.0%
Service Fees	(\$20)	0.0%
<b>Total Costs of Sales</b>	<b>\$353,203</b>	<b>29.7%</b>
<b>Gross Profit</b>	<b>\$834,083</b>	<b>70.3%</b>
Labor	\$358,364	30.2%
Variable Expenses	\$79,132	6.7%
Controllable Costs	\$55,493	4.7%
<b>Total Manageable Profit</b>	<b>\$341,095</b>	<b>28.7%</b>
Royalty Fees	\$59,431	5.0%
Advertising Fund Fees	\$54,723	4.6%
<b>Total Fees</b>	<b>\$114,154</b>	<b>9.6%</b>
<b>Net Income Before Occupancy and General and Administrative Costs</b>	<b>\$226,941</b>	<b>19.1%</b>

The charts below show all of the 296 Taco John's Restaurants with drive-thru windows that reported sales to us through our QuikServe Point of Sale System for all of calendar year 2016. (Ten of these Restaurants are company-owned and operated.)

## AVERAGE SALES OF TACO JOHN'S SIGNATURE T16 WITH DRIVE-THRU WINDOWS DURING CALENDAR YEAR 2016

Taco John's Restaurants	Number of Restaurants in Group	Average Sales	Percentage of Restaurants in the sector that met or exceeded the average sales of the sector	
			Count	Percentage
Top Quartile	65	\$1,465,566	23	35.4%
Second Quartile	65	\$1,045,612	32	49.2%
Third Quartile	65	\$860,390	24	52.3%
Lower Quartile	64	\$637,556	24	53.1%
Combined Average	259	\$1,003,689	123	47.5%

## AVERAGE SALES OF TACO JOHN'S RESTAURANTS IN CONVENIENCE STORES AND TRAVEL PLAZAS WITH DRIVE-THRU WINDOWS DURING CALENDAR YEAR 2016

Taco John's Restaurants	Number of Restaurants in Group	Average Sales	Percentage of Restaurants in the sector that met or exceeded the average sales of the sector	
			Count	Percentage
Top Quartile	2	\$1,405,217	1	50.0%
Second Quartile	3	\$800,198	1	33.3%
Third Quartile	2	\$711,728	1	50.0%
Lower Quartile	3	\$466,498	2	66.7%
Combined Average	10	\$803,398	5	50.0%

## AVERAGE SALES OF TACO JOHN'S RESTAURANTS WITH ENDCAPS IN STRIP MALLS WITH DRIVE-THRU WINDOWS DURING CALENDAR YEAR 2016

Taco John's Restaurants	Number of Restaurants in Group	Average Sales	Percentage of Restaurants in the sector that met or exceeded the average sales of the sector	
			Count	Percentage
Top Quartile	7	\$1,239,990	4	57.1%
Second Quartile	7	\$988,214	4	57.1%
Third Quartile	7	\$812,582	4	57.1%
Lower Quartile	6	\$534,972	3	50%
Combined Average	27	\$907,235	15	55.6%

## LEARN MORE

All of these numbers are examined in greater detail in the Taco John's Franchise Disclosure Document, which is provided to franchise candidates who are in touch with us and evaluating the franchise opportunity. To start the process, [call us at 307-772-3919](tel:307-772-3919). We look forward to answering your questions!



## WHAT ARE OUR LAND AND BUILDING OPTIONS?

### TACO JOHN'S OFFERS FOUR DESIGNS THAT MAXIMIZE REVENUE, KEEP DOWN BUILDING COSTS

Taco John's QSR franchise offers four building plans that are designed to maximize revenue potential, keep building costs low, and help franchisees take advantage of a variety of locations. Over 60% of our revenue comes in through the drive-thru window, so Taco John's has designed restaurants to optimize drive-thru performance while reducing the size of the dining room and overall footprint. Multi-unit owners will likely use a mix of these buildings to take advantage of the best real estate options in different parts of town. Here's a look at the designs.



### SIGNATURE T16 PROTOTYPE

The Signature T16 layout is our traditional freestanding restaurant. Locations in close proximity to convenience retail, other quick service restaurants and daytime employment centers are preferred.

#### Site and Demographic Characteristics

Lot Size: .6 to .9 acres

High Visibility, Excellent Accessibility

Building Size: 1,575 to 2,100 sq. ft.

Population: Minimum 15,000

## Site and Demographic Characteristics

Drive-Thru Access and 40-56 Seats

Nearby Daytime Employees: Minimum 5,000

Parking ratio: 1 space for every 2 seats

Minimum Household Income: \$45,000

We will consider other factors when reviewing trade areas and sites that do not meet the minimum criteria.



## CO-DEVELOPMENT DESIGN WITH C-STORES AND TRAVEL PLAZAS

Taco John's is the ideal co-development partner for the petroleum industry. Flexible layouts can be adapted to your site, and our QSR Mexican menu provides an alternative to the standard burger, chicken and sandwich fare; plus we deliver all day parts: breakfast, lunch, dinner and snack occasions.

## Location Characteristics

Drive-Thru Access

Shared Seating Can Be Accommodated

Minimum 100,000 Gallons Monthly Fuel Sales.

Sign Panel on Front Pole Sign

Minimum \$30,000 Monthly Inside Sales

DOT Sign Access for Highway Locations

"I operate three Taco John's restaurants in convenience stores, and it is a great combination. Our customers like the convenience of one-stop shopping and the c-store customers like the variety of our menu. We will definitely do more."

— Ted Miller, franchisee in South Dakota



## END CAP DESIGN

For high-traffic areas where traditional freestanding development is not an option, we also have an end cap with drive-thru option to be developed in front of big-box retailers, grocery anchored centers, and other venues.

End Cap Units	
LAYOUTS AS SMALL AS 1500 SQUARE FEET	DRIVE-THRU ACCESS REQUIRED
SEATING CAPACITY OF MORE THAN 40 SEATS	HIGH TRAFFIC AREAS

## Non-traditional locations

We also have alternatives for non-traditional opportunities in malls, airports, military bases and college/university settings. Our full menu kitchen can fit in as little as 675 square feet.

## WHAT MARKETING RESOURCES ARE AVAILABLE?

### TACO JOHN'S ALREADY HAS A CULT-LIKE FOLLOWING. HERE'S HOW WE'RE EXPANDING OUR CUSTOMER BASE

Taco John's Mexican franchises have an enthusiastic fan base that has been growing since 1969. They love our salsa, chips and tortillas, and our menu that blends comfort foods with south-of-the-border spices. When you ask them what they love about Taco John's, the word that comes to mind most often is "quality."

"It's bold, it's made fresh to order," says Jennifer Johnson, who owns a Taco John's in Paducah, Kentucky. "Our Potato Ole's® are what we are known for, and our south-of-the-border spices. Everything is bold, fresh and served with a twist. Our biggest competitor uses a 99¢ value menu to draw customers in. We don't have to do that because our food is amazing."



"Some companies drive their franchisees crazy by relying on discounts to drive traffic to their stores," says VP for Franchise Development, Van Ingram. "They'll discount core menu items, devalue the menu for customers, and eliminate the profit margin in an effort to bring people in. But that doesn't help a franchisee's bottom line."

### LTO STRATEGY

Taco John's does offer some deals to drive customer traffic — we coined the term Taco Tuesday® and made it part of the American lexicon — but we believe that bold flavors and smart menu choices drives both customer traffic and bottom line results for franchisees.

That's why, rather than relying on discounting to bring in customers, Taco John's focuses on limited-time-only menu items and promotions.

We offer limited-time-only (LTO) menu items three to four times a year, and the items are developed with input from franchisees who understand the pulse of their customers, from our culinary team that is constantly researching food trends and potential suppliers, and from our operations team that stays focused on making sure new menu items are cost-effective and easy to make without the need for a lot of additional equipment.

The entire process is steeped in customer research and franchisee consultation. For instance, we know that Millennials like being the first to try new menu

items and that they appreciate bold flavors — both of which make LTO menu items a great way to win new customers and encourage repeat visits. Our LTO calendars are developed two years in advance in order to support research, testing and the development of marketing campaigns.

We are focused on growing sales, growing the number of transactions and boosting unit-level economics. With each marketing effort, we do our best to model: How will it impact the bottom line?

## DIGITAL STRATEGY

With 88% of the population on the internet and 79% using a smartphone, Taco John's recognizes the need for social media. We recently added Jimmy Orr as the Director of Digital Strategy. Orr worked in the White House for George W. Bush, created the online campaign for Arnold Schwarzenegger, and helped convert the L.A. Times to an online publication. He will help our franchise system capitalize on the digital world.

## FRANCHISEE INPUT

The Taco John's marketing team includes field managers who visit restaurants to evaluate promotions and ensure that franchisees have the tools and support they need. We are constantly recalibrating our systems and improving our targeting based on feedback from franchisees and customers. Our Advertising Production Committee, which is an advisory board elected by franchisees, provides feedback on our television advertising and promotions. The group meets quarterly.

## MARKETING TOOLS

Taco John's produces television ads that franchisees can use to drive customer interest in the brand. Franchisees may be required to join an advertising co-op to finance local advertising in certain DMAs.

Taco John's also has a strong database of customers who sign up for email offers, and we

engage with those customers frequently. We have very loyal customers. When you go online, you'll find people who have written songs about Taco John's.



The fan base is fanatical due to a strong local marketing program that has been in place since 1969, and which continues to improve as new technologies make local marketing simpler. When you are ready for your grand opening, you will have a lot of support getting your name out in traditional media, as well as through digital channels and public relations.

Taco John's uses social media tools to engage its fan base and drive customer frequency. It also maintains a database of social media accounts that have asked, "When is Taco John's coming here?" We hear that from people who grew up in an area with Taco John's and have moved to another part of the country.

As our Mexican franchises grow into new markets, the digital voice is often already alive — customers are interested in us, and that provides an avenue for growth. We have an instant following when we launch a new item — it's not unusual to have 100 conversations start within minutes. It allows us to leverage the relationship we have with some customers and help their friends and followers learn about Taco John's

## WHAT SUPPORT DOES TACO JOHN'S OFFER?

### EXPERIENCED RESTAURANT OPERATORS PROVIDE SUPPORT FOR FRANCHISEES

Taco John's offers extensive support to owners of our Mexican restaurant franchises. As you prepare to open your first restaurant, you will have a New Store Opening Manager who works closely with you to navigate the process of launching, equipping, staffing, and operating the unit. At your grand opening, you will have three Taco John's operations consultants; and as you build your business, you will have a regionally based franchise business consultant as your key resource.



### A TEAM MEMBER DEDICATED TO HELPING NEW FRANCHISEES

Taco John's has built a deep bench of franchise operations consultants who help franchisees manage various aspects of their business. Vitally for new franchisees, the team includes a coach who is completely dedicated to helping new Taco John's

owners set up their restaurant and quickly navigate our systems and vendor relationships to get the help they need.

"New franchisees have unique needs, so we created a position that is dedicated to helping new Taco John's owners get up to speed quickly," says Rocky Clark, Vice President of Operations. "Taco John's has a lot of resources available, and a lot of vendors



that you tap into as you set up your restaurant and get ready to open. Our New Store Opening Manager gives new franchisees a single point of contact so they can get a lot accomplished very efficiently while they are still learning the business.”

When you join Taco John’s, you’ll get to know New Store Opening Manager Robert Allison very well. He starts working with franchisees about seven months before their targeted opening date.

“Once you join the franchise system and get a welcome letter, I get in contact and get the ball rolling to help you open,” he says. “We have a detailed timeline for when different activities need to be done and use a Gantt chart to track the phases of your project and help keep everything on track.”

Robert also helps coordinate training for franchisees and their managers. Our management training program includes four weeks of on-the-job training in one of our nationally certified training stores, which are located nationwide. Your certified managers will train the rest of your staff, under the supervision of Taco John’s operations team members. For your first restaurant, we will provide three operations

team members to assist you and your managers with the opening of the restaurant.

## ONGOING SUPPORT FOR EXISTING FRANCHISEES

The operational backgrounds of our franchise business consultants means that they aren’t just standing there with a clipboard, enforcing policies and procedures when they visit stores. Clark says “We know how to work the fryers and serve the guests, and we’ll show your employees how it’s done. If your store gets busy while we’re visiting, we’re not going to just stand there with a clipboard; we’re going to start making tacos!”

Franchise Business Consultants also help franchisees study food costs, labor costs and the key measurables in the restaurant. Our POS system, QuikServ, allows owners of our Mexican restaurant franchises to track labor and food costs and drill down to see the details when issues arise. FBCs can assist in the process and make suggestions to help you maximize revenue and margins.

## NEXT STEPS

### WHAT TO EXPECT WHEN YOU OWN AND OPERATE A TACO JOHN'S RESTAURANT



You will then be invited to attend a Discovery Day at our Franchise Support Center in Cheyenne, WY. This is a chance for you to learn more about the day to day operations of a Taco John's and the benefits of owning your restaurant business. After successful completion of the Discovery Day, we will provide a Territory Reservation Agreement, Franchise Agreement or Area Development Agreement depending on the number of restaurants to be developed.

Once you have submitted the executed agreement and the required fees, you will enter the comprehensive support system to help you develop your site, build your restaurant, and get ready to open.

Now you have filled out the request for consideration form, received our free franchise report, you should also expect a call from us within a couple of business days. It's a quick call that gives us a chance to introduce ourselves, learn a little about you and answer a few questions. From there, we'll schedule a time to provide you with in-depth information about the brand, and to learn about you.

If we seem like a good fit, we'll ask you to submit an application for a franchise. Once you have been financially qualified for the franchise opportunity, we will provide you with a copy of our Franchise Disclosure Document (FDD) and we will visit with you in the market where you plan to open your Taco John's.



Ready to start a conversation?

**Call us at 307-772-3919.** We look forward to answering your questions!