

TACO JOHN'S

The Fresh Taste of West-Mex

Taco John's Fact Sheet

Summary

About Taco John's

Taco John's operates and franchises over 425 quick-service restaurants in 25 states. Independently owned and operated, the business opened its first restaurant in 1969. Taco John's prides itself on serving generous portions, menu items prepared fresh to your order, high quality ingredients, and special West-Mex[®] recipes, seasonings and sauces. Through the end of 2006, Taco John's achieved 11 consecutive years of same store sales increases. For more information, visit our web site at www.tacojohns.com.

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Approximately 97.5% percent of Taco John's restaurants are owned by independent franchisees and the remaining units are company-owned.



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History

Company Info

What started in 1968 with one restaurant in Cheyenne, Wyoming has grown to more than 425 restaurants across the country. And we're still growing. It is our goal to deliver what our customers want. Take a look to see where we've been, where we're at and where we're going.

History of Taco John's

In 1968, a small taco stand opened in Cheyenne, Wyoming. The "Taco House" was an instant success with the locals because of the unique seasonings in its tasty tacos and generously sized burritos. In 1969, the franchise rights were purchased by two local businessmen, Harold Holmes and James Woodson, who renamed the chain Taco John's. Holmes and Woodson began selling franchises right away, but unlike other fast food chains, their focus was not on large urban areas. The first three franchised restaurants were opened in Scottsbluff, Nebraska, Torrington, Wyoming, and Rapid City, South Dakota. Many of the restaurants that followed were also located in the small rural communities other food chains disregarded. The then-unique concept of Mexican fast food first brought in the curious and adventurous customer. However, over time they came back for Taco John's great food, fast service and fair prices.



1969



Today we operate and franchise more than 425 quick-service restaurants in 25 states, making Taco John's among the largest Mexican restaurant brands in America. Our units are located in "Taco John's Country," which is primarily the central and north central section of the United States – focusing on the "Heartland of America."

Despite all of the progress and innovation, the basics that made Taco John's a success over the years have not changed. Generous portions of great-tasting food served quickly and pleasantly, for a fair price; that's what Taco John's is still about.

TACO JOHN'S

The Fresh Taste of West-Mex®

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Menu

Taco John's has celebrated nearly 40 years of excellence and we remain committed to making Taco John's a great place to eat.

Taco John's customers feel strongly that our food is the main point of difference from other Mexican fast food restaurants. We pride ourselves on serving generous portions, menu items prepared fresh to your order, high quality ingredients and special West-Mex® recipes, seasonings and sauces.

Staking a bold claim on its position as a unique fast food offering in the marketplace, Taco John's announced the launch of its West-Mex® positioning in mid-2005. It is about fresh, bold flavors and you'll find West-Mex® cooking makes for an unbelievably satisfying meal. Taco John's recipes combine hearty helpings of seasoned meats, crisp Potato Olés® and flavorful cheeses with fresh-made Mexican specialties like burritos, tacos and quesadillas. All topped off with bold sauces, spices and salsas. As Taco John's continues to grow, West-Mex® provides the chain with added strength, focus and power. This positioning resonates extremely well with customers and their feelings about who Taco John's is and who we have been.



Efforts have been made to align this West-Mex® positioning, making Taco John's communications strongly "West-Mexified." This communicates that Taco John's is the choice for those who want their fast food Mexican with a unique West-Mex® flair.

Find our menu at: www.tacojohns.com