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Authentic Flavors, Authentic Foods

America's Taco Shop Ready to Become a Household Name

understands there's a demand in the market for great Mexican food with a personality, and that authentic flavors appeal to a broader range of consumers now more than ever. "Consumers' palates have become more sophisticated over the last ten years. Processed and pre-packaged food has become less acceptable, while whole food and fresh ingredients are what people crave. America's Taco Shop offers all of these elements in a fun, laid-back, fast-casual environment," Bradley says.

America's Taco Shop offers a variety of build-out models for franchisees to choose from. "Our model is anything but cookie cutter. Our approach is to find the right franchisee

first. Once we complete the awarding process, we assist each franchisee during the build-out of the store through the grand opening, whether it's in-line space within a power center, or a free-standing building in the middle of an historic district. It's our job to capture the essence of America's story in every location," Bradley says.

America's Taco Shop has a solid growth strategy firmly in place, guided by Kahala, a company with 20 years of franchise development experience. "America's Taco Shop is the newest brand in our portfolio. National brand recognition and sustainable growth is our strategy. We don't sell franchises, we 'award' them. So finding the right franchisee is a discovery process for us as well as for the prospective franchisee. We're looking for individuals with not only passion for the brand, but the desire to become more involved in their local communities and the day-to-day operation of the stores," says Bradley. Investors for America's Taco Shop are looking at an initial investment range of \$242,600 to \$862,750 depending on the location, with a minimum net worth of \$375,000 and minimum liquid capital of \$90,000.

Once a franchise has been awarded, Kahala brings franchisees in for three weeks of in-store training and one week of classroom training. "This is critical to how we ensure brand consistency in every America's Taco Shop," says Bradley. "Franchisees learn firsthand how to replicate these amazing recipes and execute on daily operational requirements. This program is all encompassing and truly arms the franchisees with the tools, knowledge and resources they need to open their stores," says Bradley.

"The beauty of America's Taco Shop is in its simplicity—simple ingredients, simple recipes, heart and soul. One bite of our AI Pastor Taco, or the Carne Asada Burrito, and you'll taste what makes America's Taco Shop so special."

ONE OF THE BIGGEST STORIES America's Taco Shop tells shows how the brand grew from a lineage of traditional recipes shared only with family and friends during holidays and backyard barbecues, to America's Taco Shop. "America Corrales, co-founder of America's Taco Shop, is the real deal," says Corey Bradley, director of franchise development at Kahala, the parent company. "As a child, America learned these recipes in a little kitchen in her hometown of Culiacan, Mexico at her mother's side. After the loss of her mother, at the tender age of 14, America came to the U.S. carrying her mother's handwritten recipes as one her most valuable possessions. Our story is her story," Bradley says.

America made the dream of sharing her beloved mother's recipes with the world a reality when she and husband, Terry Bortin, opened their first taco shop in 2008. They were franchising the unique concept a few short years later.

2014 is a good time to franchise with America's Taco Shop, and Kahala



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