



NEWS RELEASE

## Del Taco Inks Franchise Deal to Enter Pennsylvania

2/22/2016

Fast-Growing Chain Signs 6-Unit Development Deal in New Market

LAKE FOREST, CA -- (Marketwired) -- 02/22/16 -- Del Taco Restaurants, Inc. (NASDAQ: TACO), the nation's second leading Mexican Quick Service Restaurant (MQSR) chain, has signed a franchise development agreement to open the brand's first Pennsylvania locations. The agreement outlines a commitment for six stores slated to begin opening by 2018. As part of the brand's continued expansion efforts, Pennsylvania will be yet another one of the growing number of states where guests can find Del Taco's fresh, made-to-order Mexican and American menu items at an unbeatable value.

Pennsylvania franchise group GK Enterprises has been granted exclusive development rights in Northampton, Lehigh and Bucks Counties. The group, which also operates several Dunkin' Donuts locations in the region, has signed an agreement to open six free-standing Del Taco restaurants by 2022.

"There's a continued demand on the east coast for what Del Taco has to offer, and that's delicious food made with fresh, quality ingredients served at a great value," said Prakash Dave, franchisee and spokesperson for GK Enterprises. "There are limited options for guests who demand freshly prepared food at the price point and convenience of traditional quick service, and Del Taco fulfills this need. We're thrilled to bring Del Taco to Pennsylvania and to expand our franchise portfolio with a strong brand that has unlimited growth potential."

With a focus on product innovation and a commitment to elevating the limited service experience by meeting guests demands for quality food at an unbeatable value, Del Taco owns an exciting space in the industry that really resonates with consumers. Del Taco's made-to-order menu items, prepared in every restaurant's working kitchen using fresh ingredients from fresh sliced avocado to marinated chicken grilled in-house, enable the brand to stand out with offerings not typically found in the QSR segment.

The MQSR category is one of the fastest growing industry segments, and Del Taco attracts a broad customer base across age groups, income levels and demographics. Having recently transitioned into a public company, Del Taco is poised for significant growth and there has never been a better time to invest in the brand.

"Del Taco has performed extremely well in new markets and we're confident Pennsylvania will be no exception," said Laura Tanaka, director of franchise development. "We've developed a proven market entry model that sets our franchisees up for success and we're actively seeking new franchise partners to grow with us during this very exciting time for the Del Taco brand as well as the limited service industry as a whole."

Del Taco is continuing to recruit franchise candidates with foodservice operations and real estate experience in Pennsylvania. The company offers extensive training, as well as hands-on operational and marketing support to franchisees. Those interested in learning more about Del Taco's unique franchise opportunities should visit [www.deltacofranchise.com](http://www.deltacofranchise.com).

#### About Del Taco Restaurants, Inc.

At Del Taco (NASDAQ: TACO) all menu items taste better because they are made to order with fresh ingredients including handmade pico de gallo salsa, fresh sliced avocado, marinated grilled chicken, lard-free beans slow-cooked from scratch, and cheddar cheese grated from 40-pound blocks. Featuring a working kitchen in every restaurant, Del Taco serves breakfast, classic Mexican dishes such as tacos, burritos, quesadillas and nachos as well as American favorites including hamburgers, crinkle-cut fries and shakes. Del Taco's UnFreshing Believable campaign communicates the lengths the company goes to in order to deliver quality, made-to-order menu items created with freshly-prepared ingredients at a tremendous value. With nearly 550 restaurants in 16 states, Del Taco serves more than three million guests each week. Like Del Taco on Facebook at [www.facebook.com/deltaco](http://www.facebook.com/deltaco) or join its Raving Fan eClub at [www.DelTaco.com/RavingFan](http://www.DelTaco.com/RavingFan). For more information, please visit [www.deltaco.com](http://www.deltaco.com).

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