



NEWS RELEASE

## Del Taco to Add Five New San Diego Locations

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Leading Mexican QSR Chain Inks Franchise Development Deal for San Diego County

LAKE FOREST, CA -- (Marketwired) -- 09/22/16 -- Del Taco Restaurants, Inc. (NASDAQ: TACO), the nation's second leading Mexican Quick Service Restaurant (MQSR) chain\*, announced expansion plans in California with the signing of a franchise development agreement with a new franchise group to add five more restaurants in San Diego County by 2020. With 16 company and franchised locations currently operating in the San Diego area, Del Taco is thrilled to build upon its 16 solid consecutive quarters of company same store sales growth and success in the region, to meet an increased demand for the brand's freshly prepared Mexican and American favorites that are served at a fair price.

Bajwa Group, a family-owned franchise organization with experience in building and operating franchised chain restaurants, gas stations and convenience stores, is spearheading the San Diego development efforts and will be a vital partner in growing the brand's presence throughout the southwest.

"I have long admired Del Taco for its commitment to preparing food made using fresh, quality ingredients and am confident in our decision to partner with a brand whose high standards align with our own," said Jerry Bajwa, CEO and president of Bajwa Group. "As seasoned franchise experts, we pay close attention to industry news and, along with its more than five decades of success, it's clear that Del Taco has been making major strides that are benefiting guests and franchisees alike."

By combining the traditional convenience and value of a quick service restaurant with the fresh preparation and quality on par with fast casual, Del Taco has carved out a unique position within the MQSR sector that attracts a broad demographic. Adding to the wide appeal is the brand's unique barbell menu approach, providing both premium product platforms like Epic Burritos, as well as the Buck & Under value menu which offers the most

variety among the lowest prices in the industry.

"Our Southern California restaurants have an extremely loyal guest following and we're thrilled to partner with seasoned franchise groups to continue expansion throughout the southwest," said Laura Tanaka, director of franchise development. "With demand for the QSR+ experience on the rise, we're steadily growing and are seeking likeminded partners to apply our proven business model for success in both existing markets and new territories."

Committed to the success of its franchise partners, Del Taco provides substantial support and resources, from site selection to hands-on training to marketing materials, necessary for sustaining and strengthening an operator's business. The company encourages qualified and passionate candidates interested in franchising to register and take part in an informational webinar to learn more about the opportunities available at

**[www.deltacofranchise.com](http://www.deltacofranchise.com)**.

*\*By number of units*

#### **About Del Taco Restaurants, Inc.**

Founded in 1964 in Southern California, Del Taco (NASDAQ: TACO) is the nation's second largest Mexican Quick Service Restaurant chain. Known for serving Mexican and American favorites prepared fresh in every restaurant's working kitchen, Del Taco's menu items taste better because they are made with fresh ingredients like cheddar cheese grated from 40-lb blocks, hand chopped pico de gallo, fresh sliced avocado, slow cooked beans made from scratch, and fresh-grilled marinated chicken and carne asada steak. In June 2016, Del Taco reinvigorated its UnFreshing Believable® marketing campaign to further communicate its commitment to serve guests everything that they love, including choosing not to choose between tacos and fries, fresh prep and fair price, or great tasting food and the convenience of a drive thru. With nearly 550 restaurants in 16 states, Del Taco serves more than three million guests each week. For more information, follow Del Taco on **Twitter**, **Facebook** and **Instagram** or visit **[www.deltaco.com](http://www.deltaco.com)**.

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Source: Del Taco Restaurants, Inc.