



Taco John's wraps deals for 18 stores, accelerates growth by convenience store franchises

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Taco John's International Inc. said it's growing its current footprint by franchising with experienced convenience store and travel plaza operators, like Love's and Loaf 'N Jug, a news release said.

The brand has a 10-unit franchise agreement with Love's Travel Stops & Country Stores, that includes four currently open Taco John's restaurants, with three more expected to open

in "coming months," the release said. Taco John's also has an eight-unit agreement with Rocky Mountain regional convenience store chain, Loaf 'N Jug, including two Taco John's restaurants that opened in February at those stores.

Taco John's wants to continue its growth in a similar manner, with qualified convenience store operators nationally. The brand currently has nearly more than 380 units open today and recently updated its branding.

"We are an ideal co-development partner for convenience stores and travel plazas," Taco John's Vice President for Franchise Development Brooks Speirs said in the release. "Our flexible layouts can be adapted to a variety of site configurations, and our high-quality Mexican menu provides an alternative to the usual burgers, pizza and sandwiches. In addition, we serve all dayparts, including breakfast, lunch, dinner, snacks and late-night—perfect for c-stores, many of which have 24-7 operating hours."

Taco John's franchising requirements for convenience store locations include drive-thru access, a minimum of 100,000 gallons monthly fuel sales and \$30,000 monthly inside sales. Taco John's said its current drive-thru business systemwide is significant drive-thru business, comprising 65% of systemwide sales, which the brand said has also insulated it from recent pandemic-related market shifts.