



SPICE IT UP WITH SUPERIOR QUALITY YET WITH *TRU* SIMPLICITY

Mexican program with the ultimate package of products, processes, technology and the highest levels of support to give you the BIGGEST profits!



**EASY PROGRAM
TO OPERATE**



**BOLD SOUTHWEST
FLAVORS**



**SUPERIOR MARKETING
SUPPORT & REWARDS**



MERCHANTS GROCERY COMPANY
A COMPANY YOU CAN COUNT ON

800 MADDOX DRIVE | CULPEPER, VA 22701
WWW.MERCHANTS-GROCERY.COM | 1.877.897.9893

WHY CHOOSE BLUTACO?

- **Turn-key build-to-order Mexican franchise program** with proven processes, tools, training & ongoing guidance
- **Bold, southwest flavors** featuring tacos, burritos, bowls, quesadillas, and more
- **Easy boil-in-a-bag** cooking procedures
- **Only 16 proprietary items** to stock
- **Innovative technology** to maximize efficiencies & drive demand
- **National pricing guarantee and Menu Development System (MDS)** provides the most accurate menu profit analysis in the industry
- **Fully compliant with FDA menu regulations**
- Everyone talks about support, we can prove it. **We have 10 fanatical levels of upfront & ongoing support**
- **Dedicated Business Advisors** to drive consistent growth
- **Marketing Development Funds (MDF)** up to 6% of your product purchases
- **Earned Volume Incentive Rebates (VIR)** based on purchases above \$80k and growth of 2.5%
- **Our Brand Promise 90 Day Money-Back Guarantee**
- **100% Employee owned:** meaning everyone you interact with at PFSbrands thinks and acts like an owner



“ BluTaco is a good fit for our area as we are the only BluTaco (so far) and gives our community a new and different option for lunch and dinner. We are glad to have them on board.

Jodi, Store Manager
Sandstone Arco in
Sandstone, MN

”



Rest assured with our Money-Back Guarantee!

If you're not 100% satisfied with your BluTaco program at any time within the first 90 days, we'll arrange to have your equipment picked up and refund your money.
(Offer only available for GOLD level; Refund for eligible equipment only.)

OUR SUPPORT. YOUR SUCCESS.

You will not find other foodservice programs with the support that PFSbrands provides. In fact, our company motto is even “Our Support. Your Success.” We will show you that our #1 goal is to provide you with fanatical levels of support and guidance to ensure you are profitable with BluTaco.



ADDITIONAL PROGRAMS TO ENSURE YOUR SUCCESS:

Secret Shopper | Test your true customer experience with secret shoppers who will provide feedback regarding food quality, service and more. *Saving you lost annual revenue of \$100-\$400 per customer.*

TruBlu Experience | We teach you and your team the six fundamental key areas to focus on to consistently deliver the biggest impact on your customers. *Valued at \$1,500 per year*

STYLE IT

BLUTACOS! Rice & Beans Not Included

 **1 TACO** **\$2.49**
190-220 cal.

 **3 TACOS** **\$6.99**
570-650 cal.

 **6 TACOS** **\$13.49**
1150-1300 cal.

2,000 calories a day is used for general nutrition advice, but calorie needs vary. Additional nutrition information available upon request.

 **BOWL** 510-570 cal. **\$7.49**

 **BURRITO** 710-760 cal. **\$7.49**

 **SALAD** Rice Not Included 560-610 cal. **\$7.49**

 **QUESADILLA** Rice & Beans Not Included 630-680 cal. **\$6.49**

 **NACHOS** Rice Not Included 610-640 cal. **\$6.49**

1 START IT

White Cilantro Lime Rice
100 cal.

Black Beans
80 cal.

Pinto Beans
80 cal.





PRODUCT MIX

Featuring our specially formulated *BLU* tacos, you'll find that the flavors of BluTaco are truly unique and will help you stand out in the market. The ease and flexibility of the program allow your customers to build their own order featuring tacos, burritos, bowls, quesadillas, salads, and nachos (optional).

We hold our product suppliers to high safety and quality standards to ensure your customers get consistent value and taste. By setting stringent safety and quality specifications, we help you set accurate, profitable price-points while delivering best-in-class flavor for consumers.

The BluTaco menu is fully FDA-compliant and features a simple build-to-order flow:

STYLE IT • START IT • FILL IT • TOP IT • EAT IT

- | | | | |
|------------|------------|---------------------|-----------------|
| ● BluTacos | ● Burritos | ● Quesadillas | ● Chips & Salsa |
| ● Bowls | ● Salads | ● Nachos (optional) | ● Chips & Queso |



CATERING OPTIONS AVAILABLE

Multiple catering options are available to capture extra revenue by feeding larger groups. Ask your Business Advisor for more information on how you can feed large groups of people.

2 FILL IT

Diced Chicken 70 cal.

Shredded Pork 80 cal.

Shredded Beef 60 cal.

Classic Beef 60 cal.




(3) tacos

3 TOP IT



Lettuce 5 cal.

Cheese 100 cal.

Sour Cream 10 cal.

Salsa Verde 10 cal.

Salsa Roja 15 cal.

Fire Roasted Jalapenos 5 cal.



GO TRU blu!

Top with any warm sauce!

THE ULTIMATE FLAVOR FINISHERS

Green Chile Sauce	25 cal.	\$1.00
Three Cheese Queso	90 cal.	\$1.00

GET MORE!

Rice & Beans	170-180 cal.	\$2.49
Extra Meat	60-80 cal.	\$2.00
<hr/>		
Chips & Queso	530 cal.	\$2.49
Queso	180 cal.	\$1.59
Chips & Salsa	400-410 cal.	\$2.49
Salsa	50-60 cal.	\$1.59

WHAT SETS BLUTACO APART?

01

TACOS MADE WITH BLUE TORTILLAS

BluTaco offers a specially formulated tortilla made with the perfect blend of blue corn flour and a touch of wheat flour – giving it that sweet corn flavor, along with more of a traditional wheat flour bite. Not to mention... our unique *BLU* look!

02

GO TRU BLU!

Get the *TRU* experience with the *ULTIMATE* flavor finishers! Top your order with our famous warm sauces: the Green Chile Sauce or Three Cheese Queso.

GO TRU blu!

03

BOLD SOUTHWEST FLAVORS

BluTaco salsas, sauces and meats are packed with bold, southwest flavors that rival some of the fastest-growing QSR chains in the nation.



START YOUR DAY RIGHT. **bluTACO**



[1] BURRITO \$3.59
620 cal.



[2] TACO \$1.59
240 cal.



[3] 2 TACOS \$3.00
480 cal.

PICK YOUR SALSA



COME BACK & VISIT US FOR LUNCH/DINNER ... OPEN UNTIL 8 PM.

BREAKFAST AVAILABLE 5-10 A.M.



[4] 3-MEAT BISCUIT ON CROISSANT
680-770 cal. **\$4.49**



[5] 1-MEAT BISCUIT ON CROISSANT
470-550 cal. **\$2.99**



[6] SINGLE BISCUIT & GRAVY
400 cal. **\$2.99**

[7] DOUBLE BISCUITS & GRAVY
480 cal. **\$4.49**

ADD 3 POTATO WEDGES \$1.29 200 cal.



BREAKFAST

Start your customers' days off right with our easy-to-run breakfast program, simple enough that one staff member can manage it. Featuring biscuit or croissant sandwiches, tacos, burritos, and biscuits and gravy, the breakfast program is an easy way to improve your morning traffic and increase your daily revenue.

- Grab & Go slider
- Starter signage kit
- 7 Breakfast options
- Custom breakfast menu



STARTER SIGNAGE KIT:

- (2) 13" x 19" Posters
- 24" x 24" Window Static Cling
- 3" Circle Breakfast Labels (3 kinds)



REWARDS & MARKETING

Marketing Development Funds

PFSbrands invests up to 6% of your product purchases into a Marketing Development Fund that we use to help grow your store's sales. Our goal is to increase your sales year after year, and we have a variety of programs that we pay for that help support your growth. Plus, you can request use of these funds for your own marketing efforts.

Volume Incentive Rebates

As you grow your business, you have an opportunity to earn progressive levels of Volume Incentive Rebates (VIR). Each year, qualified retailers will receive a cash rebate based on their proprietary product purchases.

To qualify, you must:

- Meet or exceed \$80k in annual purchases
- Increase product purchases by at least 2.5% over the prior year

BONUS! If a retailer has 2+ PFSbrands franchise programs within the same location, they can combine their purchases to reach a quicker and larger payout!



REWARDS	<div>01 OPTION GOLD</div> <div>02 OPTION SILVER</div>	
90 Day Money-Back Guarantee	✓	
Project Management Services	✓	✓
Marketing Development Funds (MDF)	6%	3.5%
MDF Pool at Opening	\$1,000	\$500
Annual Volume Incentive Rebates (VIR)	1% to 5%	0.5% to 2.5%
Location Listed in Online Store Locator	✓	✓
Protected Local Market Area (1 mile radius)	✓	

<div>01 OPTION GOLD</div> <div>Maximum 11%: Flat 6% MDF + up to 5% VIR</div>				
ANNUAL PURCHASES	%	VIR \$	MDF\$ AT 6%	TOTAL EARNINGS
\$60,000	0%	\$0	\$3,600	\$3,600
\$80,000	1%	\$800	\$4,800	\$5,600
\$90,000	2%	\$1,800	\$5,400	\$7,200
\$100,000	3%	\$3,000	\$6,000	\$9,000
\$110,000	4%	\$4,400	\$6,600	\$11,000
\$120,000	5%	\$6,000	\$7,200	\$13,200
\$140,000	5%	\$7,000	\$8,400	\$15,400
\$160,000	5%	\$8,000	\$9,600	\$17,600
\$180,000	5%	\$9,000	\$10,800	\$19,800
\$200,000	5%	\$10,000	\$12,000	\$22,000

<div>02 OPTION SILVER</div> <div>Maximum 6%: Flat 3.5% MDF + up to 2.5% VIR</div>				
ANNUAL PURCHASES	%	VIR \$	MDF\$ AT 3.5%	TOTAL EARNINGS
\$60,000	0%	\$0	\$2,100	\$2,100
\$80,000	0.5%	\$400	\$2,800	\$3,200
\$90,000	1.0%	\$900	\$3,150	\$4,050
\$100,000	1.5%	\$1,500	\$3,500	\$5,000
\$110,000	2.0%	\$2,200	\$3,850	\$6,050
\$120,000	2.5%	\$3,000	\$4,200	\$7,200
\$140,000	2.5%	\$3,500	\$4,900	\$8,400
\$160,000	2.5%	\$4,000	\$5,600	\$9,600
\$180,000	2.5%	\$4,500	\$6,300	\$10,800
\$200,000	2.5%	\$5,000	\$7,000	\$12,000



GETTING STARTED: **EQUIPMENT**

The equipment required for a BluTaco program is built not just for functionality, but also for efficiency, ease-of-use and profitability. Once purchased, we have an entire Equipment Parts & Service team of experts dedicated to helping you implement, run and fix any issues. KitDel, our preferred line of equipment, is designed by deli specialists, offering the most durability and a great warranty.



Easy to Use

Easy to clean with simplistic controls that any operator can understand.



Dependable

Above-average warranty on parts and service (up to 2 years).



Consistent

Keeps food quality the same across different employee operators, shifts and stores.



Profitable

Minimizes waste, increases efficiencies and produces the best product to impact your bottom line.



High-Quality

Designed by deli specialists and built with your needs in mind.



Durable

Built from premium quality materials, the equipment is designed to last for years of continuous use.

KEY EQUIPMENT NEEDED



FULL-SERVICE KIOSK

This custom kiosk is designed to hold your hot & cold foods at the correct temperature in line for easy order assembly and comes with a sneeze guard.



TORTILLA PRESS

The perfect tool to heat your burrito tortillas and signature blu tacos.



RETHEMALIZER

Cook all of your proteins and fillings with ease in our heat-and-serve units.

Equipment Leasing

Spread your initial investment over time with our 36, 48 or 60 month leasing program. Pay the first and last monthly payments upfront, and then fund the remaining monthly payments out of your program profits.

Use the quick Leasing Calculator or Apply Online today at shoppfsbrands.com

GETTING STARTED: TECHNOLOGY

Our high-end technology systems are designed to help you make smart business decisions based on data and to run your store as efficiently and streamlined as possible. Once purchased, you'll receive full training and technical support on an ongoing basis.



ORDER MANAGEMENT SYSTEM

Our tablet (POS) and People Counter enable you to track daily sales by product, store traffic, waste reports, inventory management and more! This data allows you to make accurate staffing and inventory decisions to help you better manage your business.



COMTAB

The Communication Tablet (ComTab) is your in-store tool used to track cooking and inspection logs, run employee games to increase engagement, and expedite the training process for new hires with training videos and certificate programs.



HOT CASE CAMERA

Easily monitor the look of your kiosk to ensure it's clean and fully stocked – this helps improve training processes and provides staff feedback. Access Images 24/7 from any device.



DIGITAL MENU BOARD

A cloud-managed system (including commercial-grade monitors, mini-video driver unit, mounting materials and more) provides a professional look and allows for real-time updates to the menu or marketing promotions.



OCCUPANCY COUNTER (Optional)

Monitor and report on customers entering and exiting your facility with an easy to use, web-based occupancy counter and TV display interface.


















PFSNET

Connecting all of your technology together, this network router is separate from any existing network in order to provide a dependable Internet connection and a secure cloud connection to help your digital pieces run smoothly.





BLUTACO PRODUCT LIST:

Description	Size	MGC #
28 OZ 1 COMP PLASTIC CONTAINER WITH LID 	200/ 28 OZ	#77494
BLU TACO WHEAT FLOUR TORTILLA 12 INCH 	6/ 10 CT	#77322
PRIVATE LABEL BLU CORN TORTILLA 6.25" 	6/ 120 CT	#77265
BLU TACO THREE CHEESE QUESO 	6/ 3 #	#77318
BLU TACO SHREDDED PORK CARNITAS FC 	7/ 3 #	#77313
BLU TACO SHREDDED MEXICAN BLEND CHEESE 	4/ 5 #	#77321
BLU TACO SEASONED TACO BEEF FC 	2/ 5 #	#77306
BLU TACO SALSA VERDE 	8/ 4 #	#77310
BLU TACO SALSA ROJA 	8/ 4 #	#77308
BLU TACO PINTO BEANS 	8/ 3 #	#77317
BLU TACO GREEN CHILE SAUCE 	6/ 3 #	#77319
BLU TACO FIRE ROASTED JALAPENO SLICES 	10/ 2 #	#77325
BLU TACO CITRUS CHICKEN DICED FC 	7/ 3 #	#77307
BLU TACO CILANTRO LIME WHITE RICE 	8/ 3 #	#77315
BLU TACO BLACK BEANS 	8/ 3 #	#77316

PROGRAM REQUIREMENTS

AGREEMENT

- 5 Year Agreement Duration *(Gold)*
- 3 Year Agreement Duration *(Silver)*

EQUIPMENT

- Full-Service Kiosk
- Sneeze Guard
- Rethermalizer Kit
- Tortilla Press
- Warming Drawer
- Refrigerated Sandwich and Salad Prep Table

ACCESSORIES

- Smallwares Package

TECHNOLOGY

- Order Management System (POS, People Counter) *(Gold only)*
- Communication Tablet (ComTab)
- Digital Menu System
- Hot Case Camera *(Gold only)*
- PFSnet
- Occupancy Counter (Optional)

SIGNAGE

- Opening Signage Package
- Outdoor Sign

BREAKFAST

- Breakfast Smallwares Package
- Breakfast Opening Signage Package



Setting you up for success!

Make sure to ask for additional tools such as the Marketing Playbook, Print Shop Catalog and more.



Get started right with our Opening Signage Package!

You'll receive all of the materials needed to get started – including takeout menus, dings, training sheets, apparel and more!

ONCE YOU SIGN ON, WHAT'S NEXT?

01 FIRST 2 WEEKS

- ✓ Intro Call with Business Advisor & Project Manager
- ✓ On-Site Planning Meeting #1 with Project Manager & Contractor(s)
 - Discuss equipment needs, specs, responsibilities
 - Review technology requirements
 - Overall project schedule

02 DURING IMPLEMENTATION

- ✓ Weekly Updates from the Project Manager
- ✓ Recurring Meetings with Business Advisor to go over Marketing and People Support Planning

03 FOUR-WEEKS PRIOR TO OPENING

- ✓ Planning Meeting with Business Advisor
 - Food and menu confirmations

04 ONE-WEEK PRIOR TO OPENING

- ✓ Project Manager Visit
 - Test all cooking equipment
 - Install and test technology
 - Final walkthrough

05 OPENING WEEK

- ✓ Full Staff Training with Business Advisor and/or Regional Training Specialist
 - All store personnel should be present
 - Opening week training schedule will be provided



ONGOING SUPPORT

- Business Advisor will visit a minimum of once every 45-60 days to provide hands-on training and support
- Corporate Marketing support with graphic design and promotion strategy
- People Success (HR) guidance on hiring, training and compliance
- Access to full in-house Print Shop
- Customer Success support for all of your questions



MERCHANTS GROCERY COMPANY
A COMPANY YOU CAN COUNT ON

800 MADDOX DRIVE | CULPEPER, VA 22701
WWW.MERCHANTS-GROCERY.COM | 1.877.897.9893

*Every effort made to avoid typographical errors, but we reserve the right to add or amend.
All prices and weights are subject to manufacturers' price changes and market conditions.*