Quick-Serve “Build-To-Order” Mexican Bar
Featuring Tacos, Bowls & Burritos
**DIGITAL MENU SYSTEM • Equipping your store for success**

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**WHY BLUTACO™?**

As a retailer, you want a program that is easy to operate, profitable and that your customers will love.

**Top 10 Reasons to Go BluTACO™:**

1. Full-service branded kiosk
2. Only 16 proprietary items to stock
3. EASY boil-in-bag prep
4. Bold, southwest flavors that rival some of the fastest-growing QSR chains
5. Customers get to build their own order
6. Average profit margin of 45-60%
7. Unparalleled PFSbrands® support
8. Extensive upfront & ongoing training
9. Marketing Development Funds (MDF)
10. Volume Incentive Rebates (VIR)

**MONEY BACK GUARANTEE**

Now offering a money-back guarantee on the primary equipment needed when opening a Gold Level BluTaco program. Visit www.PFSbrands.com for more details.

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**WHAT SETS BLUTACO APART?**

You need a program that not only is amazing but stands out from the crowd. You need a program people want to talk about.

1) **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!

2) **Go TruBlu!**

A unique offering to BluTaco customers — Top your order with any of our famous warm sauces!

- Green Chile Sauce
- Three Cheese Queso

3) **Bold Southwest Flavors**

BluTaco salsas, sauces & meats are packed with bold, southwest flavors that rival some of the fastest-growing QSR chains in the nation.
This intuitive menu design will make serving your customers a breeze. This bold look is something your customers won’t forget and will help you stand out from the rest! We keep this program simple with 3 styles your customers can order – tacos, burritos or bowls.

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

PRODUCTS: BOLD, UNIQUE FLAVORS

CILANTRO LIME WHITE RICE
BLACK BEANS
PINTO BEANS
BEEF BARBACOA, SHREDDED (FC)
PORK CARNITAS, SHREDDED (FC)
CITRUS CHICKEN, SHREDDED (FC)
SHREDDED MEXICAN BLEND CHEESE
GREEN CHILES, FIRE AUTUMN ROAST VERDE SALSA
HONEY HABANERO SALSA
GREEN CHILE SAUCE
THREE CHEESE QUESO
BLUE CORN/FLOUR TORTILLA, 5.5 IN.
WHEAT FLOUR TORTILLA, 12 IN.
1 COMP 28 OZ CONTAINER W/ LID [not branded]
BLUTACO CARRYOUT BAG

6 PRODUCTS TO SOURCE:
4 OZ BLACK SOUFFLEE CUP
LID FOR 4 OZ BLACK SOUFFLEE CUP
FOIL WRAP
CUTLERY KIT
SOUR CREAM
LETTUCE

THEMES

Top it
Lettuce
Cheese
Sour Cream
Verde Salsa
Honey Habanero Salsa
Fire Roasted Green Chiles

Eat it!
Extra Meat
Rice & Beans
Queso Cup
Salsa Cup

3 TOP IT

GO TRUBAN!

Top with any warm sauce!
Green Chile Sauce $1.00
Three Cheese Queso $1.00

EXTRAS

SINGLETACO
Barbacoa $2.79
Cornitas $2.69
Sofrito $2.49

bowl
tacos (3)

Wheat Flour Tortilla 12 IN.
Many companies charge as much as 10% of your gross sales for royalties and advertising. Not PFSbrands. We provide marketing funds as an added bonus to grow your business! Plus, as you grow your business you have an opportunity to earn various levels of Volume Incentive Rebates (VIR).

**GOLD-LEVEL EARNINGS**

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<th>Annual Purchases</th>
<th>VIR %</th>
<th>MDF $ at 6%</th>
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**SILVER-LEVEL EARNINGS**

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**MDF & VIR**

**GOLD**

Maximum 11%: 6% MDF + up to 5% VIR

**SILVER**

Maximum 6%: 3.5% MDF + up to 2.5% VIR

**MARKETING DEVELOPMENT FUNDS (MDF)**

Advertising BluTaco in your local area is a powerful tool to grow sales.

PFSbrands will accrue a set percentage of your proprietary product purchases into a marketing fund that can be used to promote your location and fund your BluTaco marketing strategies.

**Gold:** $1,000 upfront • 6% MDF Accrual  
**Silver:** $500 upfront • 3.5% MDF Accrual

**VOLUME INCENTIVE REBATES (VIR)**

PFSbrands will pay qualified BluTaco retailers an annual cash rebate based on your proprietary product purchases.

- Must meet or exceed $80k in annual purchases
- Product purchases must grow by at least 2.5% over prior year

**BONUS:**

Have two or more franchise programs with PFSbrands?  
Combine your product purchases to reach a QUICKER and LARGER VIR Payout!
While BluTaco is the total package with the unique look and flavors to set it apart from all other foodservice programs, it’s the PFSBrands support that you will find invaluable. 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.
GETTING STARTED WITH BLUTACO

PROGRAM CHECKLIST

- **BLUTACO KIOSK** A
  109"W x 54"T (including sneeze guard)
- **DIGITAL MENU SETUP** B
- **REThERMAlIZER(S)** C
  46.06"W x 16.125"D x 33.25"H
- **TORTILLA PRESS** D
  17.44"W x 15.625"H
- **EXTERIOR SIGN** E
  6'W x 2'4.75"H
- **OPENING SIGNAGE PACKAGE** F
- **PFSNET** G
- **COMTAB** H
- **ORDER MANAGEMENT SYSTEM (GOLD)** I

Lease Option: **Spread your initial investment over time**
At today's low interest rates, you can spread your start-up costs over 36, 48 or 60 months. Our leasing program preserves cash by requiring only a minimal upfront payment. Then, the monthly payments can be self-funded out of your program profits.
BluTaco is a simple, efficient program and it all starts with the PFSbrands technology package. These components will ensure your employees always have the proper training, your menu boards never go offline and you have the data to help you make smart business decisions!

Our technology package allows us to extend our support even when we are not physically in front of you or on the other end of the line.

**DIGITAL MENU BOARDS & QUAD DRIVER SYSTEM**

**Digital Menu Boards**
- Sleek, professional look
- Attention grabbing motion and video
- Ability to make menu changes as often as needed

**Menu Driver System**
- Uses cloud-based technology to easily update up to 4 digital menu boards
- Programmable to change by day of week & time of day
- Easily change from a breakfast to lunch menu

**PFSNET**
- A network router that connects all PFS in-store technology components
- Standardizes network configurations enabling easy installation, troubleshooting and support
- Prevents conflicts with other in-store equipment & network(s)

**COMTAB (COMMUNICATION TABLET)**
- Allows employees and managers to communicate directly with our corporate office and receive rapid feedback
- Submit help tickets
- Training resources available 24/7 [videos, literature and certification programs]
- Access to marketing materials, manuals and other forms
- Managers only access to people support tools

**ORDER MANAGEMENT SYSTEM**

**Order Tablet**
- Access to cloud-based management reports in your own portal
- Detailed data showing item sales performance and various trends
- Visibility of how much and when products are sold
- Informative waste reports

**People Counter**
- 3D cameras accurately count customer foot traffic in store
- Data is pushed to your cloud-based reporting portal
- Customer traffic data is mirrored to your hourly sales data to produce an in-depth picture of store activity
PFSbrands has over 20 years in the foodservice industry. This means we have the knowledge and experience to help your program become a success. Why? Because we’ve outfitted thousands of commercial kitchens for retailers just like you, we ship over 30 million pounds of product a year through 65+ distribution centers and currently have well over 1,000 branded programs across the nation. As a 100% employee-owned company, we go out of our way to help you become successful because when you succeed, we succeed!

Get Started Today.