



COMPANY HISTORY

As a young man, Ron Fraedrick dreamed of owning and operating a successful hometown business. To fund his dream, Ron did what most fledgling entrepreneurs have to do – he mortgaged the family home and borrowed an additional \$5,000. That was in 1959, and in 1960 his dream became a reality when he opened his first walk-up TacoTime restaurant adjacent to his alma mater, the University of Oregon.

Fraedrick spent many evenings working on his secret seasoning and hot sauce recipes to develop the perfect taste. He would mix and measure just the right amount of spices into a 55-gallon barrel, rolling it around in the parking lot to thoroughly blend all the flavors. Later, when he opened his second restaurant, he purchased an electric cement mixer to provide mixing muscle.

After the opening of his third restaurant, the unique taste and success of TacoTime began to attract interest among other entrepreneurs wanting to duplicate Ron's success. In fact, that is the story behind the first TacoTime franchised restaurant. A business acquaintance loved the food so much he teamed with Fraedrick to begin franchising the concept in the Western Washington area. So, in 1962, just two years after the company's initial debut, the first franchise location opened in Tacoma, Washington.

During the next decade, 48 franchised restaurants opened throughout seven western states. As the 1970's came to a close, the company supported over 150 locations. In 1978, TacoTime International, Inc. was born when a franchise restaurant opened in Lethbridge, Alberta, Canada.

In 2003, the TacoTime concept was purchased by Kahala Corp. There are now 350 + restaurants in existence including locations around the world in Canada and Kuwait.