



PRESS RELEASE

Contact: Tiffany Martinez, Champion
972.930.9933; tmartinez@championmgt.com

Meritage Hospitality Group to Host 3 Taco John's® Grand Openings

Popular quick-service restaurant hosting three grand opening celebrations in February with portion of proceeds being donated to Helen DeVos Children's Hospital.

GRAND RAPIDS, Mich. (Feb. 15, 2023) – Meritage Hospitality Group will be hosting back-to-back grand opening celebrations at their three Grand Rapids area newly built Taco John's locations with ten percent (10%) of grand opening-day proceeds to be donated to [Helen DeVos Children's Hospital](#).

The three locations are located at **1730 28th Street SW** (Wyoming), **4029 32nd Ave** (Hudsonville) and **6722 Broadmoor Ave SE** (Caledonia). The first grand opening celebration will begin on **Wednesday, Feb. 22**, at the Wyoming location, followed by the location at Hudsonville on **Thursday, Feb. 23**, and the Caledonia location on **Friday, Feb. 24**.

Each location will host a ribbon-cutting with Meritage Hospitality Group executives, Taco John's International executives, and members of the Grand Rapids Chamber of Commerce at 9:30 a.m. The Hudsonville celebration will also include performances by the Hudsonville High School band.

Fans will want to arrive early for each celebration as the first 100 guests starting at 6:30 am will receive a golden ticket! The ticket is redeemable for one free small order of Taco John's signature Potato Olés® weekly for 1 year. The little slices of heaven pair perfectly with any of Taco John's *bigger. bolder. better.* menu items.

“It's been an exciting opportunity to bring Taco John's to the Grand Rapids community,” said Meritage President and COO, Gary Rose, “We are proud to introduce this brand to Grand Rapids, the rest of the state, and beyond, as we continue to expand with this iconic Mexican brand.”

The Grand Rapids restaurants will be open seven days a week from 6:30 a.m. to 12 a.m. with breakfast served until 10:30 a.m., while the Hudsonville drive-thru is open until 11 p.m. The three restaurants mark Taco John's first locations in Michigan and are part of an overall 50-restaurant development agreement between Taco John's International and [Meritage Hospitality Group](#).

With its fusion of distinctive flavors and bold south-of-the-border spices, the Taco John's menu offers several signature items including Meat & Potato Burritos, Stuffed Grilled Tacos, Fried Chicken Tacos and crave worthy Potato Olés® with Nacho Cheese Dipping Sauce. All menu items include premium ingredients such as daily fresh cut steak and taco shells fried in-house

daily. Taco John's features signature specials like Taco Tuesday®. Download the [Taco John's Mobile App](#) today and join Bigger Bolder Rewards for free food and exclusive offers.

About Taco John's®

Founded in 1969 in Cheyenne, Wyoming, Taco John's® has been serving *bigger. bolder. better.* flavors for more than 50 years. Now, Taco John's operates and franchises nearly 400 restaurants in 2 states – making it one of the largest Mexican quick-service restaurant brands in America. With bold originals like Potato Olés®, Taco John's knows how to Olé The Day. Taco John's prides itself on serving generous portions of its signature menu items that are made-to-order using fresh, high-quality ingredients, seasonings and sauces. The brand was listed No. 7 in the “Mexican Food” category on *Entrepreneur's* “Top Food Franchises of 2022” and was recently recognized by *QSR Magazine* as a “Top 15 Chain Ready to Contend as Fast Food's Top Players.” Taco John's is led by CEO Jim Creel, who was named one of “The Most Influential Restaurant CEOs in the Country” by *Nation's Restaurant News* in 2022. For more information, visit tacojohns.com and follow Taco John's on [Facebook](#), [Instagram](#), [Twitter](#) and [TikTok](#).

About Meritage Hospitality Group

Meritage Hospitality Group, headquartered in Grand Rapids, Michigan, is one of the nation's premier franchise operators, with 356 restaurants and approximately 11,000 employees located across 16 states in the U.S. The Company is one of the largest Wendy's restaurant operators in the world, and owns several proprietary restaurant brands including Morning Belle. The Company recently entered into a development agreement to build up to 200 Taco John's restaurants in the midwestern U.S. commencing in 2022.

The Company's current and publicly available information pursuant to SEC Rule 15c2-11 and FINRA Rule 6432 can be found at www.otcmarkets.com, under the stock symbol MHGU/Disclosures or the Company's website, www.meritagehospitality.com.

Certain information in this new release, particularly information regarding future economic performance and finances, and plans, expectations and objectives of management, constitutes forward-looking statements. Factors set forth in our Safe Harbor Statement, in addition to other possible factors not listed, could affect the Company's actual results and cause such results to differ materially from those expressed in forward-looking statements. Please review the Company's Safe Harbor Statement at <http://www.meritagehospitality.com>.

###