



PRESS RELEASE

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Taco John's® Opening Soon in Cincinnati Area

*Popular quick-service restaurant to open first of four Cincinnati area locations in West Chester
Monday April 17*

WEST CHESTER, Ohio (March 23, 2023) – Get ready for Bigger. Bolder. Better. flavors Cincinnati, because Taco John's long awaited debut is right around the corner with a new location set to open in West Chester on Monday April 17.

Located at 8155 Highland Pointe Dr., guests will soon be able to celebrate the original Taco Tuesday® with the popular Mexican quick service restaurant that has been serving made-to-order tacos and habit-forming Potato Olés® – round bites of crunchy potato, cooked fresh and sprinkled with a signature blend of bold spices – for more than 50 years. Even better, this is only the beginning for Taco John's in the area with three more Cincinnati locations planned in the coming months thanks to a partnership between Taco John's International and [Meritage Hospitality Group](#), who is one of the nation's premier franchise operators.

“We've had our sights set on bringing Taco John's to Cincinnati for quite some time and are excited that time is finally here,” said Meritage Hospitality Group President Gary Rose. “In the 54 years of existence, Taco John's has always strived to serve its guests quality ingredients prepared daily, whether that's fresh-cut steak, crispy taco shells and, of course, Potato Olés®. We can't wait for guests in Cincinnati to experience that firsthand.”

Grand opening details will soon be announced. In preparation for the April 17 opening, Taco John's is looking to fill 30-40 openings across all positions. Those that are interested in joining a fun and dedicated team where the goal every day is to provide quality food and service to guests, apply [here](#).

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 23 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 on *Entrepreneur's* "Top Food Franchises of 2023" under the "Mexican Food" category 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>.

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