

## Local Store Marketing (LSM) Guidelines

Local Store Marketing (LSM) is focusing your marketing efforts in a 3-5-mile radius of your location. An effective LSM plan will allow you to stand out in your community and reach potential new customers in a cost-effective way. Every successful LSM strategy requires organization, creativity and consistency. Creating a Marketing calendar specific to your store will help you plan ahead and stay on schedule. Google calendars is a resourceful tool that can help keep your Marketing calendar and efforts organized. It is vital to be involved in the community you serve and become the face and voice of your restaurant. Please note any LSM strategies you choose will need to be discussed and approved by CT Marketing.

### **LSM program goals:**

- Grow store traffic, and sales
- Enhance the store image in the community
- Increase customer loyalty
- Build brand awareness
- Building the brand through customer experience

### **Analyze your Market**

It is important to analyze your market thoroughly throughout the year and understand the area. Get to know your neighbors and study your nearby competition. Key areas to focus on are age, gender, income, and population. Knowing what is changing will allow you to take advantage of opportunities. We encourage you to join your local Chamber of Commerce to access a list of all businesses in your area.

### **Social Media**

Social Media is a fast, inexpensive, and powerful method to communicate to a large audience. With a strong social media presence, you can develop loyal fans, increase traffic, improve SEO rankings, and sales. Success on social media begins with strategy, planning, and implementation. How to develop your pages: MomentFeed will create your location's Facebook, Google, Foursquare and Bing business pages. CTE marketing will help you create your Instagram business page, Twitter and Yelp for Business page.

MomentFeed is an online reputation management tool that focuses on recognizing and responding to your local customers. You can create and schedule social media posts directly from MomentFeed. Utilizing Momentfeed's post scheduler will help you stay consistent with posting at least four times a week. (Example 1)

Staying active on social media will increase online traffic to your pages, your following, and attract new potential customers. Some examples of social activity include: Engaging in local conversations, commenting and participating in user generated content, searching hashtags, and contacting social influencers.

# CHRONIC TACOS

Instagram stories are a very useful tool to use on a daily basis. This will help promote your daily specials, deals, or any events you have going on at your location. You can post live stories multiple times throughout the day which will build a personal connection with your local community.

You can utilize paid media on social media which can be relatively inexpensive. Paid ads can be used for specific events such as grand opening parties, to increase location page following, grow location/brand awareness and much more. You can set your own budget, geotarget to specific areas and focus on certain interests (Mexican food, tacos, fast casual, etc.)

High quality photos should be used on your social media accounts. Having a consistent photo theme will give your page a clean and consistent look. You can achieve this photo quality by using a more advanced camera, finding good lighting, and using the same editing tools/filters.

If you are not social media savvy it can be intimidating at first but dedicating more time to learn and try new things you will grow to be confident and manage successful social media accounts. Contact Stacey at CTE to schedule time to develop a plan, review social media strategy, and for any questions regarding MomentFeed.

## **Online Reputation Management**

It is important to monitor your online reputation because potential customers who are not familiar with the brand will go online to read reviews, view menu options, and look at pictures. Google and Yelp will sort the top search according to the star rating a business has as well as the amount of reviews it has accumulated. For example, having a 4-star rating or above will gather organic searches and list the business at the top of the page.

MomentFeed's Reputation Manager tool helps monitor what customers are sharing about you on social media with real time alerts. You can respond to reviews on Facebook, Yelp, and Google directly from MomentFeed. Since people expect immediate responses, it is a good idea to respond to reviews within a 24-hour time frame.

Responding to all reviews (positive and negative) shows customers that you are doing your best to deliver high quality customer service to everyone by attempting to correct issues if/when they occur. This has a big impact on a customer's willingness to choose your business. Remember to always stay positive and not use an argumentative tone with online reviews since they live online forever. CTE has provided preapproved responses on MomentFeed's reputation manager library for you to use and personalize for each response. (Example 2)

## **Public Relations**

If you are planning an event, fundraiser, or have some sort of involvement in your community, utilize our PR Team, Blaze PR to help get the word out and raise the profile for your restaurant and event. Blaze will create a press release and distribute to local trades (newspapers, magazines, radio, TV, blogs, etc.) Other ways Blaze can help includes sourcing local brand ambassadors, setting up food tastings, recommend local events to sponsor, cater and participate in.

Blaze PR contact: Lindsey Mee: [Lmee@blazepr.com](mailto:Lmee@blazepr.com) or Matt Kovacs: [Mkovacs@blazepr.com](mailto:Mkovacs@blazepr.com)

## **Community Involvement**

A key element to good LSM is getting involved in your local community. Look for local events, fairs, and school/church events in your area to participate in. Reach out to local associations, schools, colleges, hotels, non-profits and start building strong partnerships. We recommend you form a team of your friendliest and most outgoing employees to spend at least 2-3 hours per week visiting local businesses, schools, community associations, etc. to build a face-to-face relationship and distribute Chronic Tacos swag and a bounce-back offer. We can create custom business cards for your managers with tear-off coupons attached. (Example 4)

## **Brand Ambassador**

A Brand Ambassador is a fan of the brand that promotes your restaurant through word of mouth and social media platforms. A Brand Ambassador is someone who has a significant following and a strong influence in your local community. Invite a social influencer to create online content that could generate more followers on social and in-store foot traffic. You can reach out to social influencers by sending a direct message on their social media accounts, sending emails that are listed on their bios, or use our PR team to help connect you to local social influencers, bloggers, yelpers, etc.

Partnering up with a local non-profit and actively participating within the organization will develop a very important and beneficial partnership. The non-profit will become a brand ambassador and your local community will be in support of you. (Example 5)

## **Local Sponsorships**

Local community centers and schools are often looking for sponsors. Sponsorships usually include a signage opportunity, having a food booth at the event, or advertising opportunities in the school newspaper or magazine. You can reach out to local athletic organizations. Sports club directors, or team parents to sponsor a team or an athlete (scholarship, jersey sponsor, sporting competition sponsor, etc.) (Example 6)

## **Local School Student/Teacher Awards**

Another way of getting involved with local schools is to hand out student/teacher achievement awards. These awards will offer a bounce-back offer for their achievement. This will help you build a relationship with the local schools as well as brand recognition in the community.

How to: You can start by personally visiting local schools to introduce yourself and drop off an introductory folder with information on what you can provide.

CT Marketing will provide artwork for you, please submit a Marketing request form with more details of what's needed. (Example 7)

## **Fundraising**

Fundraisers are an excellent way to build and strengthen relationships with community partners while increasing brand awareness, sales, guest frequency and loyalty. Leverage your connections with schools, nonprofits, sport organizations, etc. to host a fundraiser at your store. There are many ways to host a fundraiser, but the simplest way is to donate a percentage of sales for a specific time to a non-profit organization. (Example 8)

# CHRONIC TACOS

## **Loyalty Program/ Chronic Tacos App**

Chronic Tacos has developed an excellent app that helps establish loyalty to the brand and your location. Our app includes features such as push notifications, paying by phone, ordering ahead with online ordering, earning points, and redeeming rewards. CTE has created in-store marketing material that is available on the Marketing portal to promote our app. (Example 9)

## **Catering**

Catering is a great way to generate additional revenue and build brand awareness. Identify a team of outgoing employees get outside your store and visit local businesses to promote catering. Be sure all your employees are knowledgeable on the catering menu and all options available including menu items and catering packages. Never visit empty handed, bring to go menus, catering menus, bounce back cards, free taco cards, swag, etc. When visiting businesses, start by asking who is in charge of taking catering orders for the office. Create a script or a few key talking points prepared in advance. A few examples of key speaking points include: where your restaurant is located, brand information (3rd-generation Mexican recipes, all-natural meats, fresh ingredients such as pico de gallo, guacamole and salsas made from scratch daily).

There are plenty of opportunities to make off-site sales including community events, concerts, sporting events, farmer markets, etc. Off-site events help gain exposure and build your reputation in your community. Utilize our PR team to help discover what events are going on in your community. Always have additional marketing collateral to hand out; to go menus, catering menus, business cards, free taco cards, or branded swag. (Example 10)

## **Door Hanger Advertising**

Placing door hanger flyers and bounce-back offers at local apartment complexes and homes within a 3-mile radius of your location is a quick way of introducing Chronic Tacos. The door hanger can include a special offer or can be used as a brand awareness tool and have a short message and food/lifestyle pictures. CT Marketing can create custom artwork specific to your market. (Example 11)

## **Direct Mailers**

You can reach specific groups (B2B, B2C, new homes, etc.) with direct mailers to offer specific discounts and specials based on these groups. We design our direct mailers to provide a strong visual of our food and the Taco Life culture. This is usually used when running a special or offer (BOGO, catering special, percentage discount, daily specials, etc.). We recommend you focus your mailers within a 1-3-mile radius in your area. We can create artwork for your mailer and connect you with our distributor to move forward with a direct mailer. (Example 12)

## **Outdoor Advertising**

There are many forms of outdoor advertising such as billboards, transit/bus ads, bus/train station ads, etc. Outdoor advertising can reach commuters in their car or on foot. All outdoor advertising options vary in prices depending on what form of advertising you choose and the traffic in that area.

## Radio

Radio can sometimes be a very expensive form of advertising. However, there are ways to get on air by providing food for the DJs and hosts who can share their experience live on-air and on their social media accounts. It is worthwhile to reach out to local radio stations and to start building an ongoing relationship.

## Executing the Taco Life Pillars

Keep in mind that the most important form of marketing will come within the four walls of your restaurant. Delivering excellent customer service, high quality food in a clean and welcoming environment will have customers continuously returning and spreading positive feedback in the local community and social media.

Customer service is a key element to our Taco Life culture. It is crucial to continuously communicate with your staff and make sure they are well trained on all aspects of the taco life pillars. (Example 13) Providing your staff with an incentive will keep your employees engaged and excited to execute.

For help with developing a social media strategy, any marketing design, choosing community partners, or questions and approval on any LSM strategies please reach out to [dave@chronictacos.com](mailto:dave@chronictacos.com).

### EXAMPLE 1

April 2018

| Sunday | Monday                                      | Tuesday                                                 | Wednesday                                 | Thursday        | Friday                                    | Saturday |
|--------|---------------------------------------------|---------------------------------------------------------|-------------------------------------------|-----------------|-------------------------------------------|----------|
|        | 1<br>f 1 Event<br>G 1 Event<br>@ 1 Event    | 2<br>f 4 Events<br>T 1 Event<br>G 1 Event<br>@ 2 Events | 3<br>f 1 Event<br>G 1 Event<br>@ 1 Event  | 4               | 5<br>f 1 Event<br>G 1 Event<br>@ 1 Event  | 6        |
| 7      | 8<br>f 1 Event<br>G 1 Event<br>@ 1 Event    | 9<br>f 2 Events<br>G 1 Event<br>@ 1 Event               | 10<br>f 1 Event<br>G 1 Event<br>@ 1 Event | 11              | 12<br>f 1 Event<br>G 1 Event<br>@ 1 Event | 13       |
| 14     | 15<br>f 2 Events<br>G 1 Event<br>@ 2 Events | 16<br>f 2 Events<br>G 1 Event<br>@ 2 Events             | 17<br>f 1 Event<br>G 1 Event<br>@ 1 Event | 18<br>f 1 Event | 19<br>f 1 Event<br>G 1 Event<br>@ 1 Event | 20       |
| 21     | 22<br>f 1 Event<br>G 1 Event<br>@ 1 Event   | 23                                                      | 24                                        | 25              | 26                                        | 27       |
| 28     | 29                                          | 30                                                      |                                           |                 |                                           |          |

## EXAMPLE 2

Response Folders

+

Closing/Cleaning Early

P

Customer Service

P

Expensive Meal

P

Ingredients Complaint

P

Negative Reviews (1,2,3 stars)

P

Portion Complaints

P

Positive Reviews (4,5 stars)

P

Response

+

Closing Early

Hello, I am so sorry to hear about your recent visit to Chronic Tacos. It is always our top priority to provide our customers with the best...

Response Author

stacey@eatchronictacos.com

Date created

2018-04-22

Number of Times Applied

0

Edit restriction

No

Edit

Delete

Move

Response title

Closing Early

Response message

Hello,  
  
I am so sorry to hear about your recent visit to Chronic Tacos. It is always our top priority to provide our customers with the best and most positive experience. I will follow-up with the shift manager to ensure the team is serving all food choices until closing.  
  
Thank you for taking the time to provide us with this feedback, we hope you can give us another chance!

## EXAMPLE 3

MEDIA ALERT

MEDIA ALERT

MEDIA ALERT



The ECO-Warrior Foundation and Chronic Tacos Host Beach Cleanup  
May 12 at Aliso Beach Park in Laguna Beach

*Celebrate Earth Day By Helping Preserve Our Oceans and Beaches*

- WHAT:

Join the ECO-Warrior Foundation and Chronic Tacos on May 12, 2018 at Aliso Beach Park in Laguna Beach and help clean up our beach!

Come as you are, supplied are provided. All volunteers get FREE TACOS from Chronic Tacos.
- WHO:

THE ECO-WARRIOR FOUNDATION is a California and Federal non-profit 501(c)(3) organization dedicated to preserving our oceans and beaches through; education, activation and motivation. Through their Adopt-a-Beach program, the Foundation encourages local communities to lead the efforts in protecting the region’s seaside.

Chronic Tacos is the California-inspired Mexican grill known for its fresh Mexican cuisine that is customized for each guest’s distinctive taste. Chronic Tacos has more than 40 locations across the country and uses third generation recipes for an authentic dining experience.
- WHERE:

Aliso Beach Park, Laguna Beach  
31131 S. Pacific Coast Highway  
Laguna Beach, CA 92652
- WHEN:

Saturday, May 12, 2018, 9 a.m.
- CONTACT:

Lindsey Mee  
Blaze Public Relations  
310-395-5050 / [lmee@blazepr.com](mailto:lmee@blazepr.com)

# CHRONIC TACOS

## EXAMPLE 4

The image is a promotional flyer for Chronic Tacos. It features a black background on the left and a red background on the right. On the left, the name "Dylan Hall" is written in large white letters, with "Corporate Store Manager" in red below it. Contact information for two locations is provided: Costa Mesa and Dana Point. In the center is a large circular logo for "CHRONIC TACOS" with "MEXICAN GRILL" at the top and "SINCE 2002" at the bottom. On the right, a red banner contains the text "COME IN AND GRAB A FREE TACO ON ME!" in white, followed by "Dylan Hall Corporate Store Manager" and a smaller version of the Chronic Tacos logo. Below this, it states "FREE TACO excludes Fish and Shrimp. Cannot be combined with any other offers. Valid only at the following two locations:".

# Dylan Hall

Corporate Store Manager

Ph: (714) 615-5857

dylan@chronictacos.com

chronictacos.com

Costa Mesa Chronic Tacos  
1460 Baker St.  
Costa Mesa, CA 92626

Dana Point Chronic Tacos  
34255 Pacific Coast Hwy  
Dana Point, CA 92629

COME IN AND GRAB A  
**FREE TACO**  
ON ME!

**Dylan Hall**  
Corporate Store Manager

FREE TACO excludes Fish and Shrimp.  
Cannot be combined with any other offers.  
Valid only at the following two locations:

1460 Baker St. Costa Mesa, CA  
34255 Pacific Coast Hwy Dana Point, CA

## EXAMPLE 5

**DATE:** Saturday, May 12, 2018  
**TIME:** 9am - 12pm  
**WHERE:** Aliso Beach Park, 31131 South PCH, Laguna Beach, CA

# BEACH CLEANUP



Join The **ECO-Warrior Foundation** and **Chronic Tacos** on **May 12, 2018** at **Aliso Beach Park** in **Laguna Beach** and help clean up our beach!

Come as you are, supplies are provided.  
**All Volunteers** get **FREE TACOS** from **Chronic Tacos**!



**46,000 pieces of plastic** are swirling in each **square mile of the ocean.**

**1,000,000 seabirds die every year** from plastic pollution.

**73,900,000 pounds of plastic** are spread throughout the world's gyres.

**By 2050,** the amount of plastic in the world's oceans could **weigh more than the ocean's fish population.**

**DO YOUR PART...**  
**PROTECT OUR COASTAL ENVIRONMENTS**

**CHRONIC TACOS**  
MEXICAN GRILL

# CHRONIC TACOS

EXAMPLE 6



**CHRONIC TACOS**  
PROUDLY SUPPORTS DHHS!  
34255 PACIFIC COAST HIGHWAY  
DANA POINT, CA 92629



**CHRONIC TACOS**  
IS A PROUD SUPPORTER OF  
**DANA HILLS HIGH SCHOOL**  
**BASEBALL!**  
Dana Point Location: 34255 Pacific Coast Hwy. Dana Point, CA 92629

EXAMPLE 7



**FREE TACO**

**CONGRATULATIONS!**  
**CERTIFICATE OF EXCELLENCE FOR**  
\_\_\_\_\_ IN RECOGNITION OF \_\_\_\_\_  
(RECIPIENT NAME)  
PRESENTED BY \_\_\_\_\_ DATE \_\_\_\_\_

★★★★



LOCATION: \_\_\_\_\_ AUTHORIZATION SIGNATURE: \_\_\_\_\_ EXPIRES: \_\_\_\_\_  
May not be combined with any other offer. Limit one per customer. Must present card when ordering. Excludes fish and shrimp. Only valid at location listed above.

**CHRONIC TACOS**  
MEXICAN GRILL  
f t i CHRONICTACOS.COM

**FREE KIDS COMBO!**



**TACO, CHEESE QUESADILLA, OR SMALL BURRITO.**  
**INCLUDES CHIPS AND DRINK.**

Limit one per customer. Excludes fish and shrimp. Cannot be combined with any other offers or discounts. Cannot be exchanged for cash value. Offer valid only at North Carolina locations. Expires 12/31/18

# CHRONIC TACOS

## EXAMPLE 8

*JOIN US AT*  
**CHRONIC TACOS**  
**COSTA MESA**  
1460 BAKER ST, COSTA MESA, CA 92626



**FUNDRAISER**  
**May. 16th 2018**  
**10am - 10pm**  
15% of proceeds go to  
Early College High School



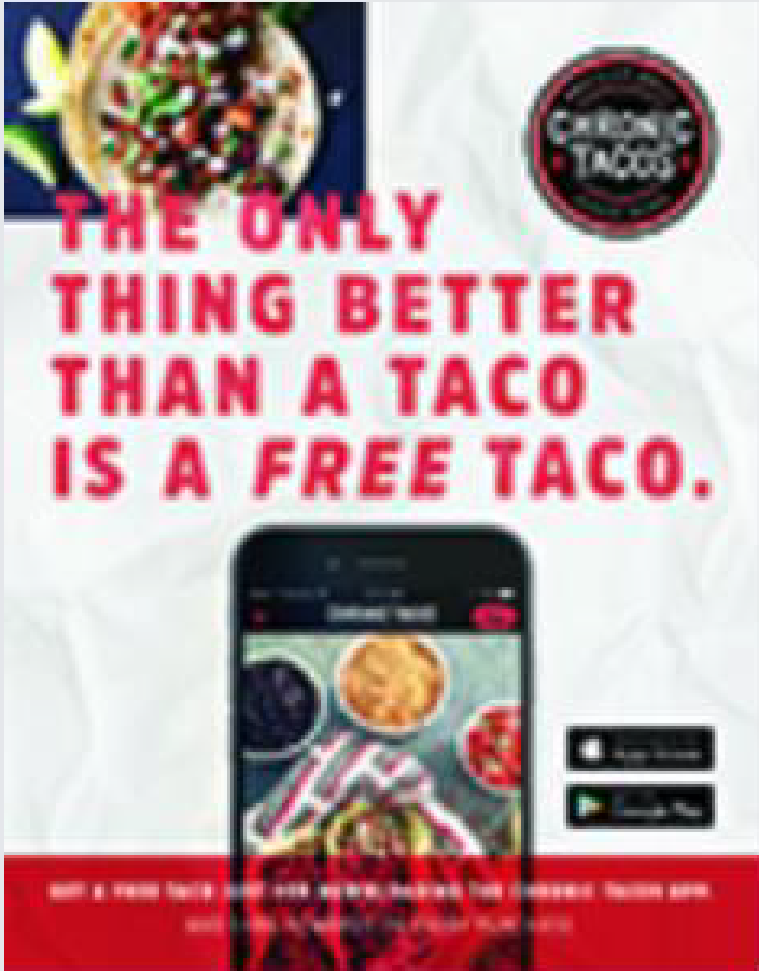
*JOIN US AT*  
**CHRONIC TACOS**  
**DANA POINT**  
34255 PCH, DANA POINT, CA. 92629



**FUNDRAISER**  
**MON. Feb 26th 2018**  
**1pm - 9pm**  
20% of proceeds go to  
Dana Point Youth Baseball!



## EXAMPLE 9



Chronic Tacos App Counter Card -  
35904-CI-00168



Chronic Tacos App Magnetic Wall  
Poster 22x28 - 35904-CI-00169

# CHRONIC TACOS

EXAMPLE 10



EXAMPLE 11

|                                                                                                                                                                                                                                    |                           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| <b>STEP ONE</b><br><b>PICK YOUR BASE</b>                                                                                                                                                                                           |                           |
| TACO <small>Guac Included</small>                                                                                                                                                                                                  | 150-530 Cal <b>3.25</b>   |
| SMALL BURRITO                                                                                                                                                                                                                      | 300-640 Cal <b>6.00</b>   |
| BURRITO                                                                                                                                                                                                                            | 650-1000 Cal <b>7.50</b>  |
| BOWL-RITO                                                                                                                                                                                                                          | 300-980 Cal <b>7.50</b>   |
| TOSTADA BOWL                                                                                                                                                                                                                       | 500-1140 Cal <b>7.50</b>  |
| CHRONIC SALAD                                                                                                                                                                                                                      | 100-1010 Cal <b>7.50</b>  |
| QUESADILLA <small>Includes Chips</small>                                                                                                                                                                                           | 750-1050 Cal <b>7.50</b>  |
| TORTA <small>Includes Chips</small>                                                                                                                                                                                                | 680-1400 Cal <b>8.50</b>  |
| <b>STEP TWO</b><br><b>PICK YOUR PROTEIN</b>                                                                                                                                                                                        |                           |
| <small>California Inspired 3rd-Generation Recipes</small>                                                                                                                                                                          |                           |
| <b>POLLO ASADO</b> <small>All Natural Marinated Grilled Chicken</small>                                                                                                                                                            |                           |
| <b>CARNITAS</b> <small>All Natural Slow-Cooked Pork</small>                                                                                                                                                                        |                           |
| <b>AL PASTOR</b> <small>All Natural Spicy Adobo Pork</small>                                                                                                                                                                       |                           |
| <b>CARNE ASADA</b> <small>All Natural Marinated Grilled Steak</small><br><small>Add \$25 for Tacos &amp; Small Burritos</small><br><small>Add \$20 for all other items</small>                                                     |                           |
| <b>FISH (Mahi-Mahi) / SHRIMP</b> <small>Beer-Battered or Sautéed</small><br><small>Add \$1.00 for Tacos &amp; Small Burritos</small><br><small>Add \$2.00 for all other items</small>                                              |                           |
| <b>VEGETARIAN</b> <small>Fajita Vegetables, Rice, Beans and Guacamole</small><br><small>\$3.00 Vegetarian Tacos</small><br><small>\$5.50 Vegetarian Small Burritos</small><br><small>\$7.00 for all other Vegetarian Items</small> |                           |
| <b>SIDES / EXTRAS</b>                                                                                                                                                                                                              |                           |
| GUACAMOLE                                                                                                                                                                                                                          | 100 Cal <b>1.50</b>       |
| QUESO                                                                                                                                                                                                                              | 245 Cal <b>1.50</b>       |
| TOTS                                                                                                                                                                                                                               | 300 Cal <b>2.00</b>       |
| EXTRA MEAT                                                                                                                                                                                                                         | 90-150 Cal <b>2.50</b>    |
| CHIPS & SALSA                                                                                                                                                                                                                      | 340-350 Cal <b>2.00</b>   |
| CHIPS & GUACAMOLE                                                                                                                                                                                                                  | 400 Cal <b>3.00</b>       |
| CHIPS & QUESO                                                                                                                                                                                                                      | 515 Cal <b>3.00</b>       |
| SMALL BEANS                                                                                                                                                                                                                        | 150-210 Cal <b>2.00</b>   |
| LARGE BEANS                                                                                                                                                                                                                        | 200-440 Cal <b>3.50</b>   |
| SMALL RICE <small>White-Lime</small>                                                                                                                                                                                               | 340-360 Cal <b>2.00</b>   |
| LARGE RICE <small>White-Lime</small>                                                                                                                                                                                               | 720-770 Cal <b>3.50</b>   |
| <b>SPECIALTY ITEMS</b>                                                                                                                                                                                                             |                           |
| POTATO TACO <small>Guac Included</small>                                                                                                                                                                                           | 290-530 Cal <b>2.75</b>   |
| CHRONIC FRIES                                                                                                                                                                                                                      | 1200-1700 Cal <b>9.25</b> |
| NACHOS                                                                                                                                                                                                                             | 770-1380 Cal <b>9.25</b>  |
| CALIFORNIA BURRITO                                                                                                                                                                                                                 | 930-1560 Cal <b>9.50</b>  |
| <b>BREAKFAST</b>                                                                                                                                                                                                                   |                           |
| <small>Choice of Chronic Bacon, all Vegetarian / Served all day</small>                                                                                                                                                            |                           |
| BREAKFAST TACO <small>Guac Included</small>                                                                                                                                                                                        | 210-430 Cal <b>3.25</b>   |
| SMALL BREAKFAST BURRITO                                                                                                                                                                                                            | 300-610 Cal <b>6.00</b>   |
| BREAKFAST BURRITO                                                                                                                                                                                                                  | 600-1430 Cal <b>7.50</b>  |
| BREAKFAST BOWL-RITO                                                                                                                                                                                                                | 410-1130 Cal <b>7.50</b>  |
| BREAKFAST QUESADILLA                                                                                                                                                                                                               | 740-1140 Cal <b>7.50</b>  |
| <b>KIDS COMBOS</b>                                                                                                                                                                                                                 |                           |
| <small>Includes Chips and Drink (Guacamole, Fajita, or Salsa)</small><br><small>Ages 12 and under / Excludes Fish and Shrimp</small>                                                                                               |                           |
| TACO                                                                                                                                                                                                                               | 300-980 Cal <b>5.50</b>   |
| SMALL BURRITO                                                                                                                                                                                                                      | 440-980 Cal <b>6.00</b>   |
| SMALL CHEESE QUESADILLA                                                                                                                                                                                                            | 350-830 Cal <b>5.00</b>   |
| <b>DESSERT</b>                                                                                                                                                                                                                     |                           |
| CHURRO BITES <small>Eight Churro Bites</small>                                                                                                                                                                                     | 640 Cal <b>2.75</b>       |
| <b>DRINKS</b>                                                                                                                                                                                                                      |                           |
| REGULAR SODA                                                                                                                                                                                                                       | 0-300 Cal <b>2.00</b>     |
| LARGE SODA                                                                                                                                                                                                                         | 0-400 Cal <b>2.50</b>     |
| BOTTLED WATER                                                                                                                                                                                                                      | 0 Cal <b>2.00</b>         |
| SPECIALTY                                                                                                                                                                                                                          | 20-520 Cal <b>2.75</b>    |
| <b>UPGRADE TO A "COMBO"</b>                                                                                                                                                                                                        |                           |
| <small>Add Chips, Salsa &amp; Drink</small>                                                                                                                                                                                        |                           |
| <b>2.75</b>                                                                                                                                                                                                                        |                           |
| <b>UPGRADE TO A "MEAL"</b>                                                                                                                                                                                                         |                           |
| <small>Add Beans, Rice, Chips, Salsa &amp; Drink</small>                                                                                                                                                                           |                           |
| <b>3.75</b>                                                                                                                                                                                                                        |                           |
| <small>No Vegetarian Option Available *Gluten-Free Option Available</small>                                                                                                                                                        |                           |



**CHRONIC TACOS - CHAPEL HILL**  
504 Meadowmont Village Circle  
Chapel Hill, NC 27517  
Phone: (984) 999-4803  
For catering call (984) 484-0500 or visit [chronictacos.com/catering](http://chronictacos.com/catering)  
Order online at [chronictacos.com](http://chronictacos.com) or download our mobile app!



**WE DELIVER!**

Order through Uber Eats, Grubhub, or Takeout Central!



EXAMPLE 12



# CHRONIC TACOS

EXAMPLE 13



## 3 PILLARS OF THE TACO LIFE

**BADASS  
TACOS AND  
THE MOST  
AUTHENTIC  
RECIPES**

**LAIDBACK  
SOCAL  
EXPERIENCE  
WITH AN  
IRRESISTIBLE  
EDGE**

**PERSONAL  
FRIENDLY  
SOCAL  
SERVICE**