



LOS HECHOS / **Border FAQs**

What is the scope of Truco Enterprises and its products?

Truco Enterprises manufactures, packages, markets and distributes Southwest/Mexican food and beverage products under the On The Border® brand both nationally and internationally in six different categories: salty snacks, dips, salsa, drink mix, soups, and frozen foods.

What sets Truco Enterprises apart from others in the industry?

Truco Enterprises is uncompromising in its sustained effort to exceed value expectations. Its company-wide “stretch-culture” encourages trust, strong values, an honest commitment to “best idea” development, and “best of class” products.

How does Truco and its products rank compared with other companies’ food and beverage products in similar categories?

2008, IRI (Information Resources Inc.) ranked On the Border® as the seventh fastest growing brand of tortilla chips in the Food, Drug and Mass-Market Category. Nationally, Truco is also ranked as #6 in branded manufacturing, up from #11 in 2003. Historically, IRI also ranked OTB’s margarita mix as the number one frozen margarita mix in the nation; the mix has won numerous “Best Taste” competitions. In addition, Truco has one of the fastest growing salsa brands in terms of dollar growth nationally, with only 24.1% ACV. (*IRI Calendar Year 2008*)

Who are the CEO and President?

Roy L. Truitt, Jr. is CEO, and David L. Silver is President.

Where is Truco Enterprises headquartered?

10515 King William Drive, Dallas, TX 75220

When was Truco Enterprises established?

In 1991 Truco Enterprises was formed to develop and market proprietary consumer products. Initially, novelty food products were the key area of focus. Two years later, Truco refined its direction to develop a branded snack food concept across several categories under the new licensed brand name, On The Border®.*

*(Brinker International (NYSE: EAT) - currently the largest sit-down dining restaurant company in the world now owns the On The Border Restaurant Concept.)

What are Truco Enterprises’ main distribution channels?

- Grocery stores (such as Kroger®, Albertson’s® and Safeway®)
- Mass merchants (such as Wal-Mart® and Target®)
- Wholesale clubs (such as Sam’s Club®)
- Convenience and Drug stores (such as CVS, RaceTrac® and Valero®)
- Specialty stores (such as Bed Bath and Beyond®)
- Military bases
- Catalog companies
- Internet Direct

How can I locate a store that sells OTB products?

A store locator is available at www.trucoenterprises.com/locate_store.html to find the location nearest you.