



CÓMO EMPEZÓ / **The Beginning**

It has been said that a man cannot fully comprehend where he is going until he understands where he has come from...

Truco Enterprises was initially formed in 1991 as a partnership between David Silver and Roy Truitt. As entrepreneurs with a deep background in most areas of business from finance, manufacturing to product development and marketing, both men brought a huge amount of expertise with them to the start-up company. Sharing many areas, Truitt brought the focus and expertise to those areas associated with manufacturing and supply chain management. Silver brought first-hand expertise of product development, brand development and entrepreneurial experience. The company's first products were novelty food items with a proprietary environment including an item called Shake-a-Rita, a precursor to the present day On The Border® Margarita Mix.

Although the novelty items did well, both Truitt and Silver had an even larger idea in mind for their company. In 1993, they decided to focus on licensing the assets associated with the On the Border® Mexican restaurant as they were inspired by the high quality salsa, tortilla chips and margaritas. Later that year, they became the exclusive licensee of On The Border® products, currently licensing the name from On The Border, a Nasdaq listed company later acquired by Brinker International (NYSE: EAT) — the largest sit-down dining restaurant company in the world.

By 1995, Truco had developed the signature salsa, tortilla chips, and margarita drink mix that they would perfect for the next decade. The products were well-received and quickly expanded in distribution across the nation. The next year, On The Border® had risen to rank as the 8th top manufacturer in tortilla chips nationally; and took the opportunity to launch their guacamole tortilla chips and blue corn chips, as well as multiple new products in the frozen margarita category.

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*)

On The Border® brand has continued to enlarge its supply chain, expanding its products into frozen foods entres and appetizers. It markets and distributes its premium-branded Southwest/Mexican food and beverage products across the US, as well as internationally. The company is headquartered in Dallas, Texas.