



EL VISIONARIO / **The Man Behind the Vision**

Truco President David Silver speaks casually with an endearing smile as he welcomes us into his office. Initially, our interview questions skimmed the surface of education, career growth and growing through key investment opportunities.... until the conversation gravitates to his core passions. Then, as he discusses his deep-felt convictions on the topics of discipline, brand, courage, honesty, value and relentless improvement, his demeanor changes. He leans forward, his steel blue eyes intent with unwavering resolve, and his voice, though still quiet and determined, rings with the conviction of absolute belief. It is talk like this that has long been the core of Truco Enterprises, a wellspring of commitment and the driving force behind the most passionate, most on-target and, perhaps, most inspiring company in the Southwest/Mexican food and beverage category.

Silver and his partner, Roy Truitt, founded Truco Enterprises in 1991. Today, after almost eighteen years of innovative marketing, crisp ingenuity, supply systems integration, strategic brand development and management, and development of a bold culture, Silver and Truitt stand at the head of a company that exists on the cutting-edge of their industry.

According to Silver, the core of this success is found in two areas: the “two at the top” management structure and in the integrity and discipline of the Truco team, whose culture permeates the brand and everything they do. “A Brand is not just what you eat. It's a set of promises,” Silver confides. “Brand building is like raising kids, and everyone associated with Truco is a parent. So from top to bottom, we surround ourselves with people like us — people who are inspired by improvement, and who take personal ownership in their piece of the pie. Discipline, courage, integrity, honesty, intelligence,” — he lifts a bag of Premium Rounds and shakes it slightly — “if we didn't have these things, this product wouldn't taste the same. It just wouldn't.”

Silver's energy is contagious. His animated talk of brand building and personal discipline are backed up with a “lead by example” spirit - a spirit that emanates throughout the Truco organization, and is immediately recognizable in those that work there. He cultivates this passion in his team, embracing an open, “best idea at the table wins” policy.

Today, Truco operations are now based on the integration of state-of-the-art, web-based forecasting, and include well-oiled machinery for sophisticated virtual manufacturing partnerships, logistics, distribution partners, strategic brand management and marketing.

Silver and Truitt have developed a corporate environment that has earned a eight-time award by the SMU Cox School of Business as one of Dallas' Top 100 Companies, an award most companies dream of winning only once. They have led the On The Border® brand to cast a shadow on its more mainstream competitors over the past decade, creating a company growth chart that closely resembles an inverted lightning bolt, and is currently ranked as #6 in branded manufacturing. (Source: IRI Calendar Year 2008)