



California taco chain to open three Tacoma locations

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California-based Chronic Tacos has signed a multi-unit franchise agreement for three Tacoma area restaurants, with the opportunity for 12 additional locations in the state.

Entrepreneur Keith Hayward plans to open the locations in the city and surrounding communities, anticipating a new store each year starting in 2015. According to a Chronic Tacos release, Hayward and business partner Sara Bartels are "searching for the ideal location for their restaurant, which is expected to be announced in the next few months."

A 2015 opening date is "to follow soon after," per the release.

"Consumers are hungry for a restaurant experience that puts passion and quality back into fast-casual dining," said Hayward. "Chronic Tacos delivers on authenticity and a commitment to quality while offering a solid business development strategy. That paired with the low-cost investment, track-record of growth, and impressive leadership team made this an ideal opportunity."

"We're thrilled to have Keith and Sara join our team of dedicated and talented franchisees," said Michael Mohammed, CEO of Chronic Tacos. "Washington state is a pivotal next step in our national growth initiative with the goal of opening 100 stores by 2018."