

**Kelly Bruce Kuhlmann**  
**President**  
**Bueno Hospitality Group Inc**

Kelly Kuhlmann has more than 20 years of leadership experience running great restaurants and guiding great restaurant companies. An accomplished restaurant operator, his vision and expertise in restaurant operations has driven positive sales and profit growth for 18 consecutive years. He has won numerous sales, profit, and operations metrics awards, and has ranked among the top 1% of his peers with his accomplishments as both a restaurant and multi unit operator while with Taco Bell.

Mr. Kuhlmann began his successful restaurant career at age 14 delivering pizzas on his bicycle in Denver, Colorado. He was hired by the restaurant owner after his persistence and daily assistance as a volunteer laborer without pay during the construction of the restaurant. He was promoted to his first management position at age 16 and never looked back.

From August of 1988 to August of 1990 he began his multi unit restaurant career while attending Missouri State University in Springfield, MO. While attending college full time he was responsible for the operations of two Schultz and Dooley's Restaurant locations. Schultz and Dooley's is a popular hot spot for dining and social functions in Springfield. Kelly was instrumental in helping to create the distinctive menu and unique Schultz and Dooley's culture that has thrived for many years.

In August of 1990 he was recruited by Taco Bueno, a Fast Casual Mexican Food Chain and relocated to Oklahoma. During his career with Taco Bueno Kelly rapidly advanced from Management Recruit to running the Regional Training Restaurant located in Oklahoma City. Kelly received numerous sales, profit and training excellence awards while with Taco Bueno.

In February 1994 Mr. Kuhlmann was recruited by two Market Coaches with Taco Bell Corporation who had first hand experience with Mr. Kuhlmann's restaurant operations at Taco Bueno. Kelly advanced quickly with Taco Bell Corporation from Manager Trainee, Assistant Manager, Restaurant General Manager, to Market Training Manager within the first year of employment.

During his career with Taco Bell Corporation he won numerous sales, profit, and metrics awards including Restaurant General Manager of the Year. In 1997 Mr. Kuhlmann ranked 6<sup>th</sup> out of more than 6000 restaurants in consecutive YOY Sales Growth and was awarded Taco Bell's prestigious Golden Bell "Best of the Best" award. The award included a much coveted all-inclusive Trip to Hawaii for their top 20 Restaurant Managers world wide. In 1996-1997 he opened and ran a new restaurant which experienced the highest first year internal rate of return in Taco Bell history. That accomplishment also led to a prestigious award for his direct supervisor.

In 1998 Mr. Kuhlmann was recruited by his previous Taco Bell Supervisor to be a founding member of Genxmex Foods, Inc. He relocated to St. Louis to become the company's first District Manager and managed a successful group of restaurants in their transition from Corporate to Franchise.

During his first year as a District Manager he successfully managed a portfolio of restaurants that generated Genxmex Foods, Inc.'s first Golden Bell, Taco Bell's "best of the best" award for world wide restaurant performance. As a District Manager Mr. Kuhlmann accompanied the Restaurant General Manager and their family to receive the award in Maui, Hawaii.

One year after his first highly successful year as a District Manager he helped manage a successful acquisition of an additional 17 restaurants for the company. He was instrumental in ensuring a seamless transition of that group of Corporate restaurants to the Franchise world, more than doubling the company's portfolio.

Over the next two years he advanced from District Manager to Director of Training. As Director of Training he successfully authored an entire Franchise Training System for Genxmex Foods. That training system was used as the template for Taco Bell's current "Station Training System" rolled out nationally in 2006.

From Director of Training to Director of Operations he successfully helped generate another Taco Bell Golden Bell "Best of the Best" Winner in 2002. As Director of Operations he realigned the restaurant portfolios within the company to better match skill sets and personalities, and was promoted to Vice President of Operations in December, 2003.

As Vice President of Operations he continued his successful track record with 13<sup>th</sup> consecutive years of sales and profit growth with Taco Bell. As VP of Operations he successfully implemented systems and processes for above store leaders that drove operations metrics to their highest level for the restaurant portfolio in their history. He also inspired a restaurant culture that experienced turnover well below the industry average at the Restaurant Manager Level and below and no turnover above the restaurant level during his tenure.

Mr. Kuhlmann led an effort to bring the numerous Franchise and Corporate entities in the St. Louis area together as one system. He sponsored group DMA events such as Area Coach ride along to bring the entities together to work as one system to achieve great results. He also sponsored a locally produced video featuring hospitality stars from all over the St. Louis DMA. The video is used in Customer Service training in the St. Louis DMA and was a stepping stone to the creation of other tools to bring the Taco Bell Corporate and Franchise Operating Entities closer together as "One System".

During Mr. Kuhlmann's last few months with Taco Bell and while transitioning to becoming a Taco Bueno Franchise, Mr. Kuhlmann was involved in the acquisition of 45

KFC and KFC Multi-branded operations with his former partners. The locations span across 5 States and brought the company's current operational accountability to 75 locations.

Currently Mr. Kuhlmann has begun to fulfill a lifelong aspiration of becoming a Restaurant Franchisee and a quest to build one of the best restaurant companies in the world. Taco Bueno was an obvious first choice for Mr. Kuhlmann who had previous experience as a Taco Bueno Operator and began his "quest" to become a Taco Bueno Franchisee the day that Taco Bueno announced that they would begin Franchising.

Taco Bueno is the first endeavor for Mr. Kuhlmann and he has partnered with Clint Haggard, a long time Dallas Real Estate Developer and Entrepreneur. The two are both self proclaimed "Bueno Heads" who share a passion for the brand. The two have signed an initial 9 store development agreement with Taco Bueno and plan on expanding to other concepts they feel strongly about in the immediate future.