

## Press Release

580 California Street  
Suite 2000  
San Francisco, CA 94104  
Tel: 415.358.3500  
Fax: 415.358.3555

### **Torchy's Tacos Announces New Fundraise, with Additions to the Company's Ownership Group, to Accelerate Growth**

*The craft-casual taco brand will leverage new investors to drive continued expansion in both new and existing markets, with plans to more than double its current footprint to 17 states by 2024.*

November 20, 2020 — AUSTIN, Texas — (BUSINESS WIRE) — Torchy's Tacos today announced additions to the company's ownership group as part of a round of funding that will be used to accelerate the brand's continued growth nationwide, with plans to expand to an additional 10 states over the next four years.

General Atlantic, a leading global growth equity firm that initially invested in 2017 and majority shareholder in Torchy's, will now be joined in the ownership group by D1 Capital Partners, T. Rowe Price, Lone Pine Capital and XN. Torchy's Founder Michael Rypka and all of the members of the original ownership group will reinvest as individuals.

"All of us at Torchy's are incredibly grateful to Mike and the original ownership group that built this amazing brand over the past 14 years, and we are thrilled that they will all remain a part of the ownership group as individuals," said G.J. Hart, CEO of Torchy's Tacos. "We are also very fortunate to welcome investors of the caliber of D1 Capital Partners, T. Rowe Price, Lone Pine Capital and XN. Pairing these four firms with our existing partner General Atlantic, we feel that we have assembled a premier ownership group that will allow us to accelerate our growth and write the next chapter in Torchy's history."

Founded in a food trailer in Austin, Texas in 2006, Torchy's Tacos is a "craft casual" brand that offers a wide selection of handcrafted tacos, queso, margaritas and more in a unique, welcoming experience. The brand currently has 83 locations in seven states, with an Average Unit Volume (AUV) of \$3.8 million. Despite the challenges of the COVID-19 pandemic, Torchy's continued its growth in 2020 by opening 12 new locations and expanding the brand to three additional states.

"Since our initial investment in 2017, Torchy's has demonstrated the strength of its brand as it has successfully captured impressive unit growth," said Andrew Crawford, Chairman of Torchy's and Global Head of Consumer at General Atlantic. "We admire the management team's deep operational experience and commitment to providing an original and differentiated experience. We believe their vision will continue to resonate across a wide-ranging demographic of guests, geographies and footprints as Torchy's expands across the United States."

Shaw Joseph, Torchy's Board member and Principal at General Atlantic, added, "Today's announcement marks an exciting milestone for Torchy's. We look forward to continuing to partner with the Torchy's team and the new members of our ownership group to further grow the brand's passionate guest base."

## Press Release

580 California Street  
Suite 2000  
San Francisco, CA 94104  
Tel: 415.358.3500  
Fax: 415.358.3555

Torchy's Tacos was founded by former corporate chef Michael Rypka, who was inspired by a love for tacos and a passion for experimenting with food to bring an untraditional taco experience to the people of Texas. Born out of a food trailer and a bright red Vespa that Rypka drove across Austin spreading the word about Torchy's, the concept was welcomed with enthusiasm by taco lovers in the Austin market. Since 2006, the brand has expanded to 83 locations across seven states including Texas, Oklahoma, Colorado, Arkansas, Louisiana, Missouri and Kansas. Torchy's has achieved numerous distinctions including Restaurant Business' Top 500, QSR Magazine's One to Watch and Fast Casual's Top 100.

North Point and BofA Securities acted as placement agents on the transaction. Additional terms of the deal were not disclosed.

### **About Torchy's Tacos**

The Torchy's Tacos story began over a decade ago in Austin, Texas, when a man with a dream bought a food trailer and a vibrant red Vespa. Mike Rypka, founder of Torchy's Tacos, built a menu out of experimental tacos that were coined by fans as "damn good." Today, Torchy's Tacos has more than 80 locations across Texas, Oklahoma, Colorado, Arkansas, Louisiana, Missouri and Kansas that are committed to serving only the highest quality ingredients. By living the Damn Good mantra, Torchy's Tacos is always innovating to deliver the most unique tacos, coveted queso and refreshing margaritas in the taco game, including the Taco of the Month, an untraditional taco offering that keeps taco junkies coming back for more. Visit [www.torchystacos.com](http://www.torchystacos.com) and follow on Facebook, Twitter and Instagram for more information on Torchy's Tacos.

### **About General Atlantic**

General Atlantic is a leading global growth equity firm providing capital and strategic support for growth companies. Established in 1980, General Atlantic combines a collaborative global approach, sector specific expertise, a long-term investment horizon and a deep understanding of growth drivers to partner with great entrepreneurs and management teams to build market-leading businesses worldwide. General Atlantic has more than 175 investment professionals based in New York, Amsterdam, Beijing, Greenwich, Hong Kong, Jakarta, London, Mexico City, Mumbai, Munich, Palo Alto, São Paulo, Shanghai, and Singapore. For more information on General Atlantic, please visit the website: [www.generalatlantic.com](http://www.generalatlantic.com).