

1. 89¢ TACOS 2. 2\$ CHALUPAS 3. NACHO CHEESE CHALUPA 4. BAJA CHALUPA 5. BACON CLUB CHALUPA 6. BIG TASTE TACO 7. SPICY CHICKEN BURRITO 8. SPICY CHICKEN CRUNCHWRAP 9. CARAMEL APPLE EMPANADA 10. CHURROS 11. OG GRILLED STUFFED BURRITO 12. BREAKFAST QUESADILLA 13. CHILI CHEESE BURRITO 14. MEXICAN PIZZA 15. 2\$ MEAL DEALS 16. FIRE ROASTED SAUSA PACKETS 17. BAJA SAUCE 18. TAQUITOS 19. FLAMIN HOT FRITO BURRITO 20. RATTLESNAKE NACHOS 21. OG CHEESY BEAN AND RICE BURRITO 22. POTATOES 23. SPICY POTATO 24. POTATO BURRITO 25. CHEESY FIESTA POTATOES 26. GRANDE SOFT TACO 27. 7 LAYER BURRITO 28. AVOCADO RANCH SAUCE 29. CHEF LORENA GARCIA 30. DOUBLE DECKER TACO 31. VOLCANO BURRITO 32. LAVA SAUCE 33. VOLCANO TACO 34. ENCHIRITO 35. NACHO FRIES 36. WAFFLE TACO 37. XL CHALUPA 38. MEXIMELT 39. POTATO GRILLERS 40. QUESERITO 41. WARM GREEN SAUCE FROM FOOD LINE 42. ORIGINAL CANTINA BURRITO 43. MINI CRUNCH WRAPS 44. RANCHERO CHICKEN SOFT TACO 45. CHILILITO 46. SANGRITA BEVERAGE 47. CHEESY GORDITA CRUNCH CRavings BOX 48. CHIPOTLE CHICKEN GRILLER 49. NACHO SUPREME 50. SPICY CHICKEN SOFT TACO 51. STEAK LIME SOFT TACO 52. THE CHIUAHUA 53. ZESTY CHICKEN BOWL 54. FIESTA TACO SALAD 55. 2\$ CRUNCH WRAPS 56. GREEN SAUCE PACKETS

TACO BELL

56 POINTS OF REFORM

My name is Ford Thunder Erickson. I worked at Taco Bell for 6 glorious years (2007-2013) at the Rexburg, Idaho location. During my ministry as a Disciple of the Bell I won multiple store employee of the year awards as well as franchise employee of the year twice (2008, 2011). I do not gloat in my accomplishments for the glory of this world, but simply state these awards to affirm my authority on this important subject facing the world today. Hear my words:

I, Ford Thunder Erickson, two-time Taco Bell franchise employee of the year, do solemnly proclaim that the once great and glorious Taco Bell restaurant, has fallen from its once prestigious and untouched pedestal in the fast food world.

I have watched, with horror, as this demise has unfolded before mine eyes.

In the beginning, the downfall was gradual and unassuming. There was the difficult loss of Spicy Chicken, and hence the Spicy Chicken CrunchWrap Supreme and Spicy Chicken Burrito, but the menu subtractions continued to pile up at an ever growing rate.

It has compounded, year after year, to the point of complete devastation. Because I have seen the light and tasted of the nacho cheese-infused glory which once was found in Taco Bell, my pain is greater than if I had never known it.

I have been left to exclaim:

“Let the day perish wherein I first tried Taco Bell, and the night in which it was said, ‘There is a Taco Bell conceived.’ Let that day be darkness! Let not Taco Bell founder Glen Bell regard it from above, neither let light shine upon it.”

I have sat idly by and watched the demise of this once great fast food refuge but I can no longer remain in idleness. I must raise my voice. But I cannot do it alone. We, as fellow Disciples of the Bell, must stand together in power, and with one voice utter the words:

“Hi Mr. Taco Bell CEO, I was just wondering if you could maybe bring back some of that stuff that you guys used to have on the menu. I really miss it. That would be pretty cool, but no pressure. Well, I hope you have a good day today. I heard we might get some rain next week. Gaw dang it! I wish it wasn’t going to rain! It’s ok I guess though. The farmers need water for their pigs and cows to drink I guess. Also I heard you need water to make gasoline and if the farmers don’t have gasoline then their farm cars won’t work! Well, anyway nice talkin to ya, I guess I better be going now. Have a great day. Thanks for your time. We’ll see ya.”

We all need to say those words together. Verbatim. That is the only way. As Disciples of the Bell, we must do our part to bring Taco Bell back to the glorious days of yesteryear.

If we do not this, we will be left to utter the words:

“Why is light given to a man whose way is hid, and whom Taco Bell hath hedged in?”

For my sighing cometh before I eat, and my roarings are poured out like the Baja Blast.

For the thing which I greatly feared is come upon me, and that which I was afraid of is come upon me.

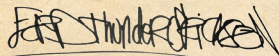
I was not in safety, neither had I rest, neither was I quiet, yet trouble came.”

I call upon Taco Bell CEO Mark King and management of Taco Bell everywhere to promote those measures designed to maintain and strengthen Taco Bell as the fundamental unit of the greater Mexican-inspired fast food industry.

Surrounding this document are 56 points of reform for Taco Bell. These are things that the people want and NEED back on the menu. Please consider bringing these items back. The fate of the fast food world depends on it.

We are all counting on you.

- Ford Thunder Erickson    FORDTHUNDERERICKSON



SEE WHO YOU’RE DEALING WITH!

