

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. Gawl 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.*

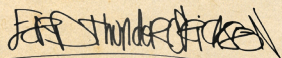
I was not in safety, neither had I rest, neither was I quiet, yet trouble came."

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.

Below are listed 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!



TACO BELL

56 POINTS OF REFORM

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. CARMEL 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 SALSA 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 SOFT TACO
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. CHILITO
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 CHIHUAHUA
53. ZESTY CHICKEN BOWL
54. FIESTA TACO SALAD
55. 2\$ CRUNCH WRAPS
56. GREEN SAUCE PACKETS