

Declaration of War

September 1, 2016

As of September 14th, the Beefy Crunch Movement will, once again, be in a state of social media war with Taco Bell.

On August 13th, 2016, it was brought to my attention that a new “Crave More” menu was being tested at various locations around the country. On this menu was the Beefy Fritos Burrito, a Flamin’ Hot Fritos Taco, and a new Queso Beef Burrito with red tortilla strips, a new kind of rice, and what appears to be a jalapeno infused nacho cheese sauce. The promotional pictures that went along with the menu showed a burrito that bears an uncanny likeness to the Beefy Crunch.

The implications of this burrito having a nationwide release are nothing short of devastating to the identity of the Beefy Crunch Burrito, and threatens to devalue the efforts made by Beefy Crunch Movement over the last 5+ years.

Despite efforts to have an effective conversation behind the scenes, it is clear, once again, that we are being kept in the dark.

History has proven that we cannot wait in silence in the hopes that something good will come our way. Therefore, we must act on the information currently available to us, and when everything we have worked for is at stake, we have to assume the worst and defend ourselves accordingly.

The following document will provide our grievances that need to be addressed. Because of the urgency to have a dialogue, we will begin coordinated efforts to disrupt and control the conversation on Social Media.

I hope this conflict is brief and that we can continue on the positive path we have built over the last year. Address our concerns. If we’re truly at the table, then let’s have this conversation. Let’s show the world what amazing things are possible when we work together.

Talk soon,

Richard



I'm going to make this really simple so that our issues are easy to remember and easy to share.

There are 5 main reasons why we're angry right now. Here's a brief overview of the topics, I'll go into more detail in later pages should you feel inclined to know more.

1. **Our identity is under attack.** The Queso Beef Burrito looks so much like the Beefy Crunch, if Taco Bell didn't own both of them, it'd borderline be copyright infringement. If this item goes national, the burritos will be practically indistinguishable in the conscious mind of the consumer. If it becomes permanent, then it's unlikely we will ever see the Beefy Crunch again. At that point it will be too late. This is why we are at war NOW. We cannot wait.
2. **The partnership with Taco Bell and Frito Lays continues to grow.** In 2011, there was just the Beefy Crunch Burrito. In 2016 there are now 8 Brand Name partnered items either on the menu or being tested. The most recent being the Cheeto Burrito.
3. **The Beefy Crunch is becoming increasingly marginalized,** getting less and less time on the menu relative to the gaps in between promotions. From the 1st promotion to the 2nd, the Beefy Crunch was available 45% of the time. From the 2nd promotion to the 3rd, just 17%. From the 3rd promotion to the most recent promotion, just 8.3%.
4. **We had more shares than the Quesalupa.** That's right, despite being off the menu for 994 days, the announcement post on Facebook for the 2016 Beefy Crunch promotion had over 15,000 shares. More shares than the Super Bowl Hyped Quesalupa.
5. **We're tired of jumping through hoops,** finding ever new ways to prove our passion beyond that of any other item. The most recent notable hoop, us having to get 50K likes on an Instagram post to get the last 6 weeks of our 12-week promotion. The Chicken Flatbreads got the same 12 weeks without any stipulation.

This year you recognized our Movement by sharing our story with the world. We made our mark on your timeline at HQ, and I got to meet some amazing people at HQ, including the CEO and CMO. The surprise of the Crave More Menu was merely a catalyst of the growing negative sentiment I have tried so desperately to hide in hopes that we were making progress.



Our Identity is Under Attack.



For the last 5 years, we have been falling in love with, and fighting for the Beefy Crunch Burrito. From the very beginning, the burrito with red chips became the image people would associate with the Beefy Crunch. My comics from the early days were brought to life thanks to the recognizable Flamin' Hot Frito chips.



Then in late 2012, after we wrote our first letter, you introduced the Beefy Nacho Griller. The red chips in a burrito caused instant confusion and I made it clear that this felt like a rip-off version of the burrito that over 10,000+ people at the time had been fighting for.



Your response was that this wasn't a burrito but really an appetizer, and over time we'd let it slide due to its smaller size and missing the rice and sour-cream.



Taco Bell Hi Richard - Thank you for your review! Just to let you know, Loaded Grillers are not like regular burritos. Loaded Grillers are meant to be appetizers, which is why they are smaller in size. Nachos, potato skins and wings, wrapped up and ready to go! Hope this helps!

December 20, 2012 at 11:43pm · Unlike · 4 · Message





What is your response this time, Taco Bell?

If the Queso Beef Burrito makes it onto the nationwide menu, the uniqueness of the red chips that defined the Beefy Crunch will be lost in the conscious mind of the consumer. There's no doubt in my mind that for 99 cents, the vast majority will accept this substitute, as it looks near enough the same and has a spicy element to it thanks to the Jalapeno infused Queso sauce.

The real damage will come to the dedicated few... well I say few... I mean the 47,700+ who have ventured beyond the financial relationship between brand and consumer, and have shown their passion for the Beefy Crunch Burrito with Flamin' Hot Fritos.

They won't just see a replacement Beefy Crunch with store-brand-like red tortilla strips, they'll see a replacement Beefy Crunch with store-brand-like chips along-side **brand name** Frito Burritos and **brand name** Flamin' Hot Frito Tacos on the menu too. What kind of message will that send to anyone who wants to see their favorite item back on the menu?

But with this, we're just talking about possible future marketing. The images people will see in commercials and in the window posters while pulling into the restaurants IF this goes national.

The identity of the Beefy Crunch is already under attack right this very second thanks to the Cheesy Core Burrito promotion. While the marketing images are cringe-worthy with the red tortilla chips, they are at least unique in design, which made it difficult to fight against. But the end result consumers received just screams Beefy Crunch. As a result, many reviewers are mistakenly referring to the red chips as Fritos, most likely because we are fresh off a short lived Beefy Crunch promotion barely a month or so ago.



The Relationship with Frito Lays Continues to Grow.

NACHO CHEESE



COOL RANCH



FIERY



ORIGINAL



CHILE CHEESE



FLAMIN' HOT



BEEFY
FRITOS BURRITO



CHEETO BURRITO

When the Beefy Crunch was discontinued in 2011, there were no Doritos Locos Tacos. There were no Frito Tacos. No Fritos Burritos.

As the years have gone by, you have continued to partner with Frito Lays coming up with great products that have become iconic to the brand. Doritos Locos Tacos being the most notable addition to the line-up with 3 unique tastes for customers to choose from.

Then you surprised us with the Fritos Burrito in 2014. No really, it was a shocker. Pretty much a year after the end of the previous Beefy Crunch promotion, (which up until this point had been at least once a year) you sneak the Beefy Fritos Burrito onto the new Dollar Cravings Menu. Permanently.

When you were testing the Dollar Cravings menu, you didn't even have it as an option. In fact, I distinctly remember an empty slot where you'd eventually fill it in with this regular plain Frito concoction. I made sure to point out the irony in that people had literally dedicated the rest of their life to the Beefy Crunch, yet something nobody asked for made it to the menu full time.



In 2015 and 2016, you have now started to test Frito Tacos, and I can't help but notice that you are going down the path of multiple flavors. From regular, to Chili Cheese and of course the Flamin' Hot flavor. The Flamin' Hot seen on the new Crave More menu seems poised to an upcoming item, and sources I have from inside Taco Bell seem to be hinting a national release soon. It begs the question, how are you investing in factories to make Tacos out of Fritos in multiple flavors, but there's only ONE flavor of burritos with Frito Chips? Don't even get me started on the Cheeto Burrito.

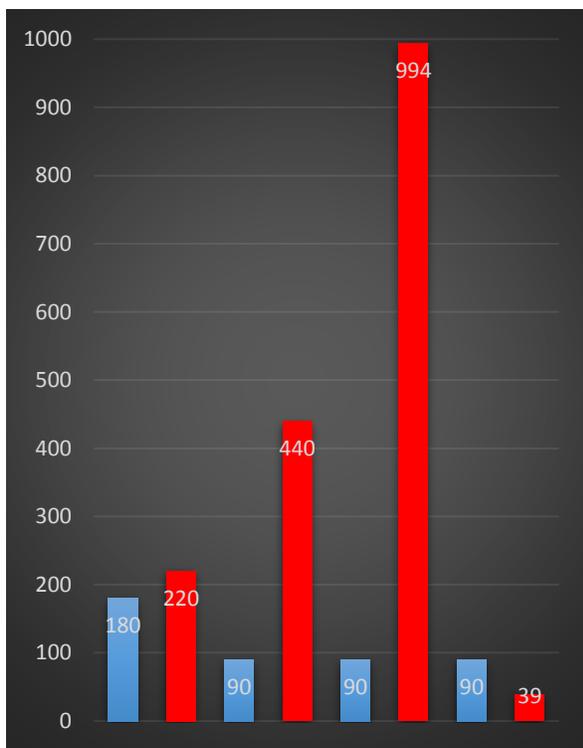


The Beefy Crunch Burrito is Being Increasingly Marginalized



Similar looking items are not the only threat the Beefy Crunch faces in the conscious mind of the consumer. We're also losing a battle against time.

I should have raised my voice about this long ago, but I kept quiet in the hopes that we were making real progress and that keeping the message positive was in the best interest for everyone. With the threat of the Crave More menu, everyone needs to know just how bad it really is.



The blue columns represent the number of days WITH the Beefy Crunch Burrito on the menu.

The red columns represent the number of days without the Beefy Crunch Burrito on the menu.

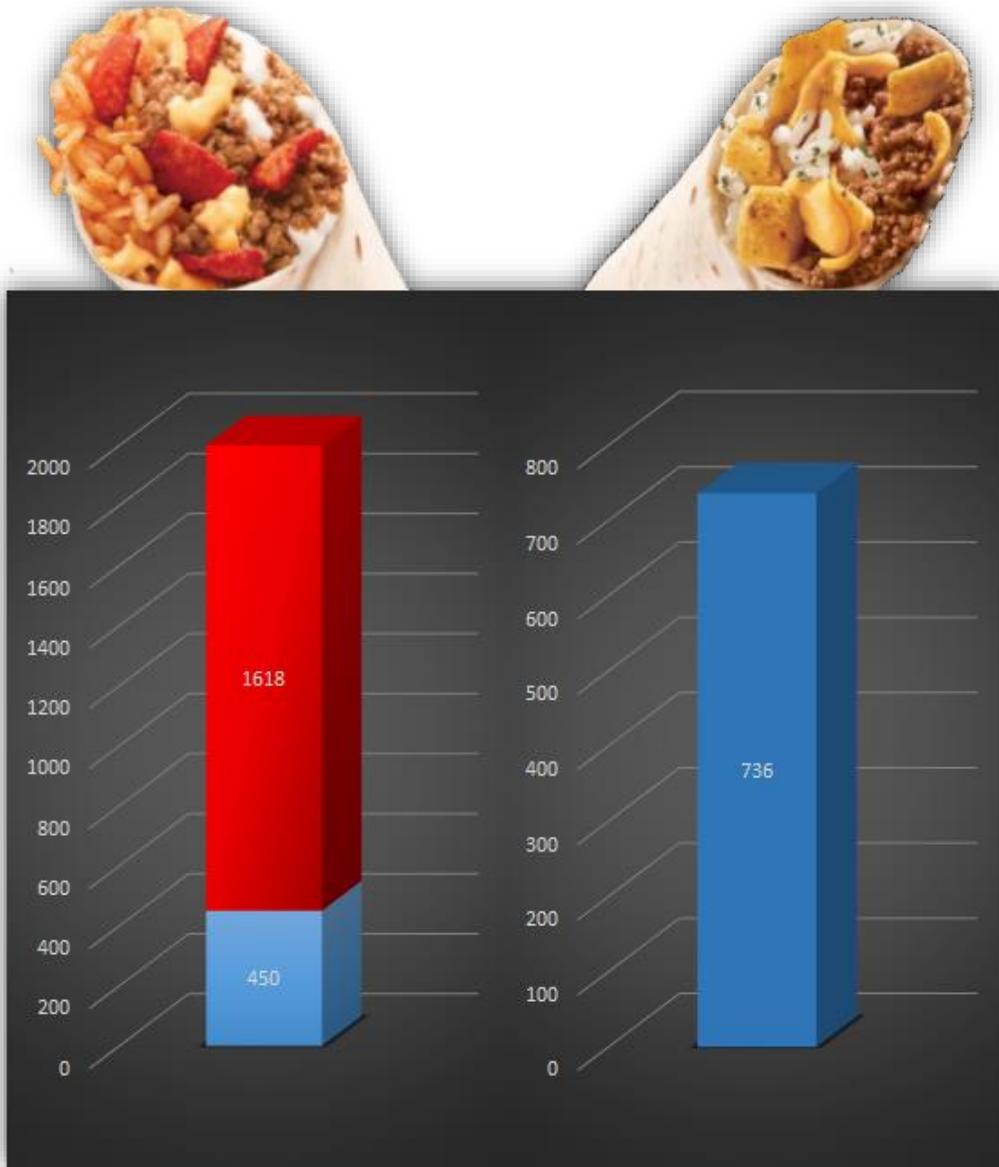
You can distinctly see the 4 BCB promotions to which I have generously rounded to the approximate length they were intended to run. Most of the time, supplies didn't last the full 90 days.

Even knowing this last promotion was only limited time had me disappointed, but with the recognition and collaboration with HQ, I was able to look past this SHORT 90-day taste of why it is we're fighting after waiting nearly 1,000 days.

How is the Beefy Crunch able to make an impression on consumers when it's not on the menu long enough to be remembered? A common response I see on social media with regards to our plight is "Just get a Frito Burrito and add sour cream and fire sauce". "Try a Frito Burrito with Diablo Sauce." "Frito Burritos are better."

You know WHY they are better? Because they've becoming a part of the Taco Bell experience. It's been on the menu for over 730 days and counting and it was never given the chance to be missed.





The blue columns represent the days ON the menu for each respective burrito. The red column represents days OFF the menu since its respective inception.

That's 450 days out of the last 2,000+. The Beefy Fritos Burrito has had more time on the menu since it came out than all 4 promotions of the Beefy Crunch combined.

The Beefy Crunch is facing staggering statistics in its fight to remain relevant in the conscious mind of the consumer. But the most inspirational thing about this is the perseverance of the Beefy Crunch Movement. Against all odds, it's continued to show passion for the Beefy Crunch where others would give up saying "what's the point?"



More shares than the Quesalupa!

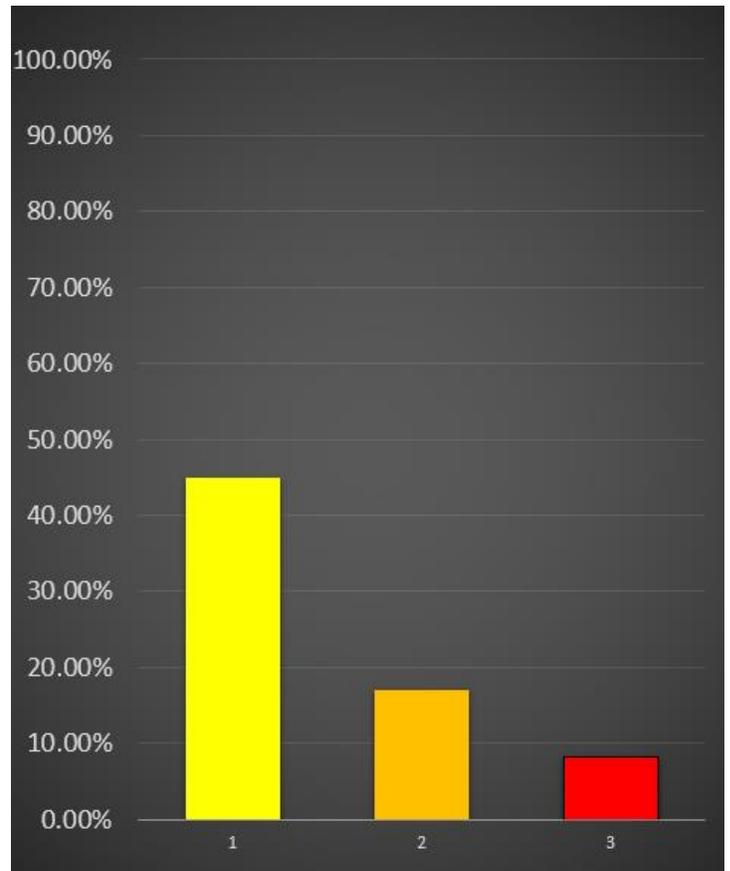


As you read on page 9, the gaps between the Beefy Crunch promotions have been getting wider and wider. As a result, this has decimated the amount of time the Beefy Crunch has been on the menu and in the eyes of the consumers as a choice.

From the start of the first promotion 12/20/2010 until the start of the second promotion in 12/20/2011, the Beefy Crunch was on the menu for 45% of the time.

From the beginning of the second promotion 12/20/2011 until the beginning of the third promotion 5/23/2013 the Beefy Crunch was on the menu for 17% of the time.

From the beginning of the third promotion 5/23/2013 until the beginning of the fourth promotion 4/21/2016 the Beefy Crunch was on the menu for only 8% of the time. (Nationwide)



But in an amazing testament to just how amazing the Beefy Crunch is, despite such great amounts of time off the menu, fans shared the **** out of the announcement post to tell their friends and family about the upcoming promotion.

And by share the ****, I mean shattering the 2013 promotion announcement and becoming one of the most shared Facebook posts on Taco Bell's timeline.

And yes, you read this right. Not even a Super Bowl commercial level status of hype was able to get people to click the share button for the Quesalupa.

Post	Shares
1 Free AM Biscuit Taco (1) 2015	36802
2 Rockstar Punch 2016	35347
3 Rainbow Freeze 2015	25298
4 Cool Ranch Tacos 2013	23140
5 Captn' Crunch Balls 2015 (day before)	18244
6 Beefy Crunch Is Back Teaser 2016	15522
7 Frozen Baja Blast Freeze 2013	14489
8 Dare Devil Grillers 2015	13879
9 Anything Could Happen (Cool Ranch Taco Tease	12480
10 Diablo Sauce 2015	12340
11 Beefy Crunch / Cheesy Double Announce	12123
12 Quesalupa 2016	11308
13 Starburst Freeze 2014	11234





Meet the Quesalupa. The cheese-stuffed taco of your dreams.

Anthony Rogers, Jerry Estrada, Marty Sample and 132,250 others like this.

11,308 shares 9.2K Comments

Katrina Magana I just ordered this and was very disappointed. Although it does taste much like the regular Chalupa, it is extremely falsely misrepresented!!! I kept waiting to bite into that big pocket of cheese or enjoy the gooey stringy mess... Like is presented in... See More

3,014 · February 8 at 4:37pm · Edited

578 Replies

Lisa Deep Wait...that's not the Beefy Crunch Burrito...

965 · February 8 at 10:03am

View previous replies

Frankie Daniels You're all kinds of wrong though... the beefy crunch will make its return and it will be epic. Thousands will be eaten. Beefy Crunch Movement

68 · February 8 at 4:20pm · Edited

View more replies



Beefy Crunch Movement
Like This Page · March 29 ·

Ladies and gentlemen, mark your calendars. Tell your friends. Plan your parties. The Beefy Crunch Burrito is coming back, nationwide, on April 21st!! The BCB will make its return as part of Taco Bell's Fan Favorites launch, and will also include the Cheesy Double Beef Burrito — both for just \$1 each.

A huge thank you to the incredible and unrelenting passion of the 38,000+ fans of the Beefy Cru... See More — with Prashant Shinde, Dustin Kehoe, Cessy Vega, Amber Lomeli, Wes Ludwig, Jenny Womack, Jaicy Kirtio, David Olson and Johnny Joseph III.

Cookie Dough, Tyler Wadsworth, Manawar Rehman and 4,826 others like this.

15,521 shares 2.5K Comments

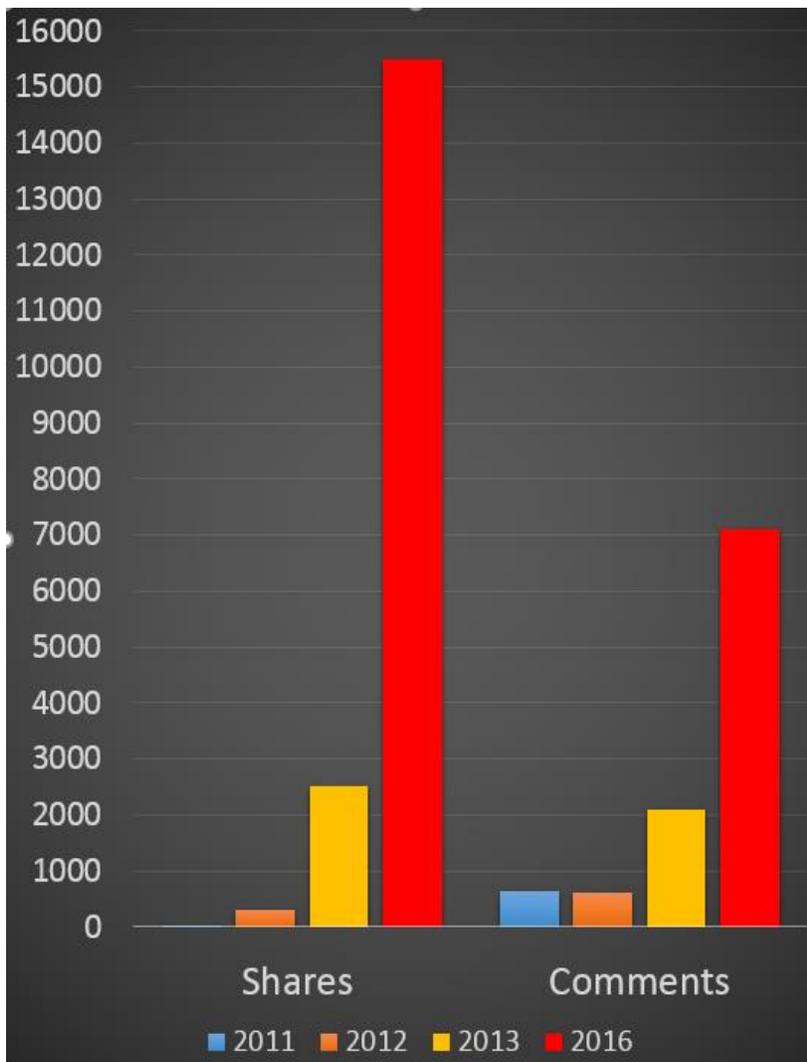
For the moment, it's being considered a temporary menu item, in large part because Tyson, which is making the shells, still hasn't found a way to automate the process. It turns out that getting cheese inside that shell is fiendishly difficult, and workers are making each one by hand. "It looks like that Lucille Ball skit," Niccol jokes. "I flew to Arkansas to meet with Tyson because I wanted them to know, 'Look, it's hugely important that we figure this out. I need you guys to feel committed to getting to scale.'"



The only reason I want to juxtapose these two promotions on a full page like this is because rumor has it from my insider sources that you're planning a Quesalupa 2.0 comeback for next year. It's not a secret that you have already invested tons of money to making this work.

That excerpt from this article: <https://www.fastcocreate.com/3056059/most-innovative-companies/taco-bell-for-combining-corn-beans-meat-and-cheese-into-genius> highlights the "fiendishly difficult" process that has to go into the Quesalupa and how "Hugely Important" it is that you figure out a way to make it happen.

I mean we're talking huge decisions. Automated machine to fill millions of shells with cheese. There's got to be engineers and factories to build and run solely for this one item.



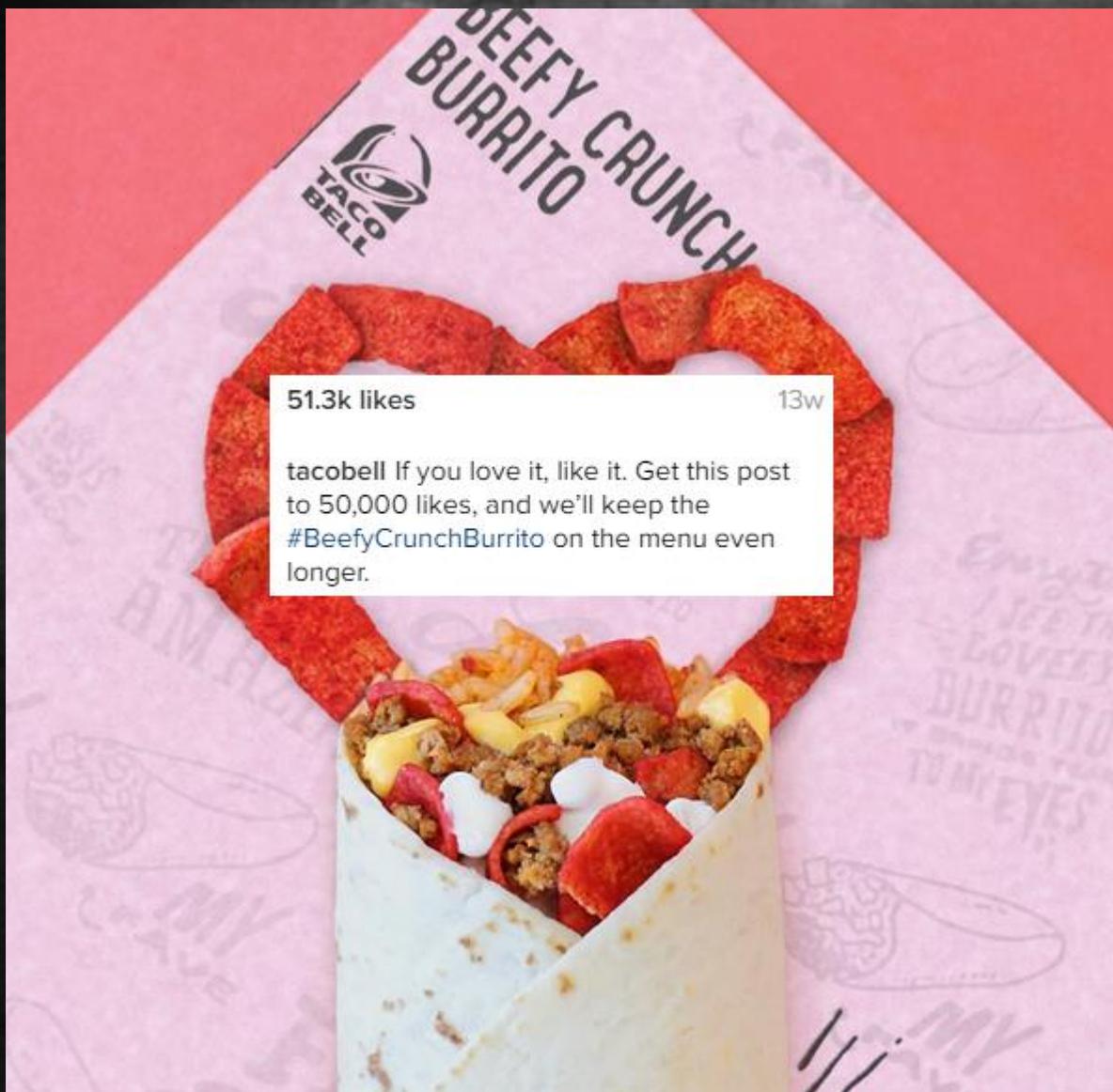
Why can't we work together to figure out a way to make the Beefy Crunch Burrito happen? You have a fantastic story with this grassroots movement that's been going on for over 5 years. The 4 tattoos, the road-trips, the flags, shirts, the war of 2015 (and now this war) and the sheer demand despite jumping through countless hoops to find new ways to prove our passion. We're your most LIKED post on Instagram and yet our future still remains unknown.

Here you see the number of shares and comments on the 4 announcement posts from the past 4 Beefy Crunch promotions.

Clearly people want this.



Tired of Jumping through Hoops



#BeefyCrunchMovement 2016

Over the last 5 years we have shown our love for the Beefy Crunch Burrito in so many ways.

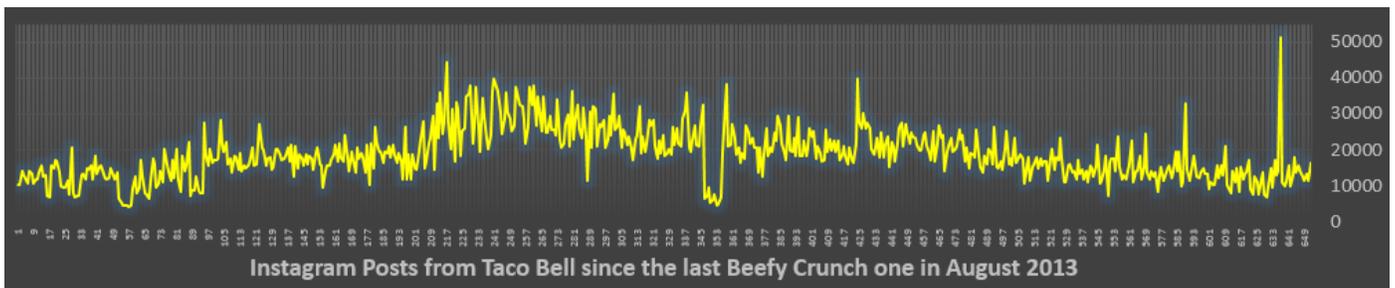


The tattoos, the flags, the skydiving, the paper swans, the shirts, the road trips, the Periscope giveaway, the cartoons, the awareness day posters, the podcasts, the 50K Instagram Likes, I mean the list goes on and on. You even managed to get me in front of a professional camera crew with all the lights and wires and microphones, which was the last thing I wanted to do.

But I did that for the same reason why I think we all have done what we have done. By proving our passion, by going beyond the typical levels of fandom, at some point it would result in getting this burrito on the menu.

During this year's promotion, we were told that if we wanted 6 more weeks of the Beefy Crunch, we had to reach 50K likes on this Instagram post. With the help of our page and some ad campaigns on Facebook and Instagram, we were able to reach that goal and thus enjoy 6 more weeks of our favorite burrito!

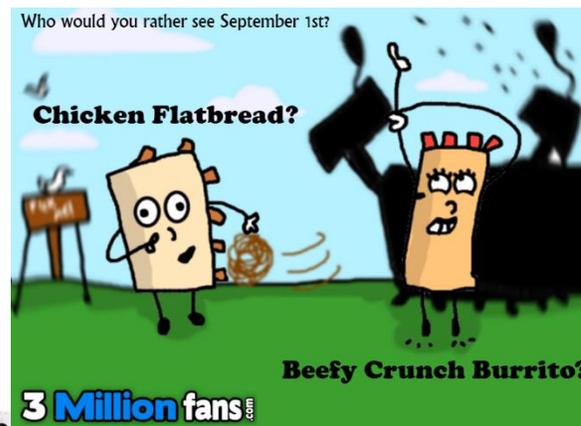
While this may have just been a marketing scheme, due to the logistics of supplies and distribution behind the scenes, we played ball, and it was fun to see all the interaction and emotions play out. The fantastic part is that in the end it was another notch on our totem pole that is our story, and we made the Beefy Crunch Burrito the most liked burrito on Instagram. (Or at least YOUR Instagram).



I couldn't help but notice however, the Chicken Flatbread promotion this year was also 12 weeks long just like the Beefy Crunch, only, there was no stipulation attached for the final 6 weeks.

While no doubt many people love the Chicken Flatbread, me included, no one had to DO anything to get it to stay longer.

Observations like these make us ask ourselves, **what's the point in all the fandom if it doesn't accomplish more than just doing nothing at all?**



In conclusion

Taco Bell, I've been one of your strongest advocates since my high-school days. My love for the brand runs deep and your recognition of my efforts for this movement have only solidified and justified the time I have devoted to this cause.

I meant what I said when I hope this movement inspires people to be passionate about things they love. While I don't want this movement to be about me, which was why I was reluctant to do the recognition video at first, I'd like to think that the crazy things you have seen people do for the Beefy Crunch have come from my repeated theme that we are not alone, and that we have a voice and together we can do something amazing.



As you have seen in this document, the positive momentum has endured despite a harsh landscape of setbacks and obstacles. A testament to both how uniquely amazing the Beefy Crunch actually is, and how incredible and loyal your fan base can be when encouraged.





The Beefy Crunch Movement is a grassroots uprising from insanely loyal fans who have done nothing but fall in love with one of your burritos. If 1 person with a few thousand dollars and 5 years of dedication can manage to organize this community into what it is today, imagine what could happen when a billion-dollar corporation can team up and throw gasoline on this fire we have for one of your products. When I imagine the possibilities of what we could do, I get the same chills that I had when I opened the door to HQ to all your employees chanting “Beefy Crunch! Beefy Crunch!”

Where we do go from here? Only you can ultimately decide. I only hope you don’t give up on us, just as we’ve never given up on you. Let’s face whatever challenges the Beefy Crunch may have together.

As Brian Niccol once said, “It’s not about being perfect. It’s about giving it a try.”
<https://www.gsr magazine.com/start-finish-what-inspires-execs/start-finish-brian-niccol>

Give us a try.

Your fans are speaking. Let’s have a conversation.

-Richard

#BeefyCrunchMovement.

