

NJB OPERATIONS INC.

NJB Operations, Inc., together with all of its affiliates, operates Taco Bell restaurants in the Midwest, throughout Illinois & Wisconsin. The company has been a franchisee for over 30 years. The first restaurant location was opened in North Chicago, IL, in 1985. Throughout the years, it has developed or purchased more restaurants for continued expansion and development.

Founded by Neil J Borkan, a successful commodity trader whose family had roots in the restaurant business, the company has grown substantially over the years. NJB Operations holds itself to the standard of their strong, driven team of employees and staff. The leadership-driven company has developed a strong, diverse management with long retention and values employees and customers as assets. It believes in people first and giving back, starting with the local communities, supporting various efforts throughout the years.

Neil has served in many leadership positions over the years to help foster growth of the Taco Bell brand. This includes serving on the board of the RSCS purchasing coop (formerly UFPC), where he served as Chairman of Board. He also currently serves as a board member of FRANMAC, and has helped on major brand initiatives including Restaurant Margin Improvement (RMI) as well as the Better Returning Bell (BRB) value engineering team. Neil also served as President of the Chicago Taco Marketing Association for 15 years.

This combination and proven track record over the years make NJB Operations the perfect choice to run any restaurant brand. The company throughout the years has been a franchisee of several different systems including Burger King, Dunkin Donuts and many others. The Illinois based company has won numerous awards and recognition from the brand over the years including the "Pepper" Award from former Taco Bell President Emil Brolick, the "Superman Purple Cape" for Operations Excellence from Taco Bell COO Mike Grams, the "Loraland Leadership" Award from Taco Bell CFO Melissa Lora, the "Think Outside the Bun" Award from former Taco Bell CEO and current YUM CEO Greg Creed, the "Terry Underwood Leadership" Award from FRANMAC, and the "Glen Bell" Award which is Taco Bell's highest honor. All leadership and employees are brand stewards. Restaurants are in their blood.