

# Roots, Rock & Tacos

*Rasta Taco's mobile taco cart kicks up our coastal city's summer party scene*

## Rasta Taco

(949) 363-3748

[www.rastataco.com](http://www.rastataco.com)

From the beach to your backyard, corporate lunch or company event, Rasta Taco combines two crucial elements to make for one great party: The happy feeling of Jamaica and the flavors of Mexico.

"Our mission is simple - to make you and your guests feel happy," says Rasta Taco founder Mario

"Maji" Melendez. "Our goal is for you to enjoy the day by letting us to do the work by dishing up some savory tacos from the freshest ingredients in our signature taco cart."

Rasta Taco "blends a pair of Melendez' personal passions: A respect for both the Mexican and Jamaican cultures and a healthy appetite for the cuisine of each country. Stemming from an attempt to open a Mexican "taco take-out," Melendez recognized a void in the "Rosarito-style taco cart" catering services in the region. So he approached a lifelong friend and operator of a local catering business, Mike DeSimone, to pitch him the Rasta Taco concept. DeSimone immediately expressed an equal enthusiasm to launch and grow the Rasta Taco brand.

"Rasta Taco is unique in all areas - from our custom-designed mobile taco cart, a name that immediately makes people think of a great time to our professional presentation and our uncompromising effort to please our guests through tasty signature food," says Melendez.

Once DeSimone was on board, Melendez approached another childhood friend, Brendan Burke, to develop and maintain the fledgling franchise's website and Internet sales. Burke's programming and finance background, coupled with his belief in the Rasta Taco concept has helped generate orders from Santa Barbara to San Diego.

Rounding out the Rasta Taco team is Mike Carrillo as operations manager and professional skimboarder Paulo Prietto as team captain for the company's sponsored athletes division, which includes up-and-coming surfing brothers Jeremy and Jonah Carter.

"We are currently in negotiations to acquire a physical site in Dana Point and plan to expand vigorously in the SoCal 'taco take-out' market," says Melendez. "The broad appeal of Rasta Taco's product and brand name and the beach culture provide an ideal breeding ground for the growth of the concept." **HB**



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