



**FAMISHED?
NEED FOOD FAST?
MUST TASTE GREAT?
CAN'T BREAK THE BANK?**

BAJA FRESH IN ALPHARETTA, GA IS THE PLACE FOR YOU!

Dear Wonderful Customer,

It's lunchtime. You're absolutely starving. You've been slaving away all morning and the work just keeps piling up. You have to **go somewhere now** to recharge and forget about work for a while.

BAJA FRESH IS THE PLACE FOR YOU!

With the **ultra-quick service**, you'll be back before the boss even knows you're gone. When you get back, the boss will be wondering why you're all pumped up, as you chug through your work with a happy tummy and just a **small dent in your wallet**.

Why are you still sitting there?

*Come in for a **FREE**, fresh order of Cebollitas (you know, fire roasted green onions, seasoned just right) and an all you can drink beverage, just for checking us out. While you're at it, fill up on great food and escape from everyday life!*

Pick up those car keys **NOW** and see what's waiting, just for you...

WALK IN THE DOOR

Gasp in awe. Your senses are in overload. The sizzling sound of the grill makes your mouth water as you lick your lips thinking about the great lunch you're going to have. The bright, clean atmosphere with the great Mexican music makes everyone bounce to the beat.

Before you know it, the cheerful cashier asks you what you would like and you hadn't even looked at the menu, you've been bopping to the music the whole time. That's when it hits you as you look up at the board...the choices are mind-boggling!

Burritos, tostadas, tortas, soft shell tacos, taquitos, quesadillas, and all you can drink self serve beverages. Of course, all of these choices are prepared to your exact taste, no

cheese, extra onions, etc. or you can use our time-honored suggestions on how to make this experience the best tasting one ever.

Here's the best part, it's all freshly made to your order and made from fresh ingredients. **"No Freezers. No Microwaves. No Can Openers. No Lard. No M.S.G."**TM

When your food comes out piping hot, the server points you to the outta-this-world salsa bar. There are 4 different kinds of salsa (including some non-traditional ones of our own creation) that are made fresh several times a day right there, so you get the absolute best in flavor.

And because they are at the bar with all of your other favorite Mexican fixins', like chopped onions, sliced jalapeno peppers, fresh cilantro, etc., you can mix anything and everything to get just the hot or spicy taste you can call your own.

Don't take our word for it; here are some of the awards we have won for the salsa:

"BEST SALSA"

Readers' Choice Awards
VENTURA COUNTY STAR
1996 THROUGH 1999

Best of Las Vegas
LAS VEGAS REVIEW JOURNAL
1997

TAKE OUT CONVENIENCE

Now, if you don't feel staying, no problem. Just tell the friendly cashier that you want it to go and you'll be on your way in moments.

Think about it, after work, you can surprise your spouse with a complete dinner for the whole family. Even better, you can call in your order ahead of time (**678-461-8410**), so that it's ready for you to pick up as you drive by on the way home. Check out the website at www.bajafresh.com for a complete menu.

KIDS LOVE US!

Or come back on the weekend with your kids. We get the food ready so fast; the kids won't even have time to whine about when's the food coming. Then watch the surprise and joy on their faces when their tacos come out exactly the way they wanted it.

PART OF THE PERFECT DATE FOR THE COUPLE WITH LITTLE TIME

If you could possibly need more coaxing to make the Alpharetta BAJA FRESH your supreme favorite restaurant, we are right across from the AMC movie theatres, you know, the ones with all the latest and popular movies.

www.bajafresh.com

Think of it as the perfect **short** getaway. You usually can't do dinner and a movie because you are out too late and baby sitters cost so much, but this time, everything falls into place.

The kids are at home with the babysitter and they are going to be perfectly happy chowing down on some delivery pizza and put to bed by the "fun one".

You plan it out (being the suave smart one) by stopping by the theatres first. You get a great parking spot since it's between shows and you buy tickets ahead of those silly long lines. You smirk, thinking about those people willing to eat stale nachos with gloppy mystery cheese dripping all over your hands or overcooked hot dogs in the dark. Then you stroll over to BAJA FRESH.

As you enter, the music takes you to a Mexican festival where everyone is whooping and hollering. Smell the wafting aroma of sizzling meat on the grill, while you sit at a tall table with stools only for the 2 of you, sipping a nice cold one, as you both salivate over the freshest, tasty Mexican fare this side of the border.

You are pleasantly startled out of your reverie when the food comes out quickly. You both leisurely eat your food as you finally get to share life with each other in a calm manner in your own little world. Slow and uninterrupted are always so hard to do around the kids. When you finish, you don't feel like you had to choke down your dinner to rush over to the movie and yet the festivity charges you up to enjoy the movie.

You look down at your watch and you leisurely walk back, hand in hand, over to the theatres in plenty of time, the music still ringing in your ears, content in knowing that you didn't wreck your waistline or your wallet. Moreover, you even have a close parking spot after the show.

THE PROOF IS HOW YOU AND OTHER EXPERTS HAVE JUDGED US

"..my favorite Mexican eatery"

The Grumpy Gourmet
The Columbus Dispatch

"BEST TAKE-OUT FOOD"

Readers' Choice Awards
THE DAILY NEWS
1997 - 1999

"BEST MEXICAN FOOD"

Readers' Choice Awards
VENTURA COUNTY STAR
AND
THE DAILY NEWS
1999

"BEST FAST FOOD"

Readers' Choice Awards
THE DAILY NEWS
1998 & 1999

SO LET'S RECAP...

**You need a GREAT place to eat – BAJA FRESH IS THE ANSWER!
You don't want to spend a lot – BAJA FRESH IS STILL THE ANSWER!!
You want to have FUN – BAJA FRESH ALL THE WAY!!!**

So, what are you waiting for? Drive like a maniac, **NOW** and see what you've been missing in true Mexican Grilled Food! We're located at:

7291 North Point Parkway, #17 in Alpharetta, GA
Mansell Shopping Center across from AMC Theatres
(678-461-8410)
www.bajafresh.com

Yours truly,

The Friendly Team at BAJA FRESH, Mexican Grill
7291 North Point Parkway, #17 in Alpharetta, GA
Mansell Shopping Center across from AMC Theatres
(678-461-8410)
www.bajafresh.com

P.S. If you bring this letter in before **9/30/2003**, we'll give you a **FREE** fresh order of Cebollitas and an all you can drink beverage, just for trying us out. If this isn't the absolute best place for Mexican Grilled Food, we'll refund your money, no questions asked.