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## **FREEBIRDS WORLD BURRITO – IT’S NOT NORMAL! ®**

Boldly unique, unapologetically independent, and truly “not normal,” FREEBIRDS is a world view encapsulated in a burrito – an experience that goes way beyond creating and serving up some of the tastiest offerings with the freshest ingredients on the planet. The FREEBIRDS philosophy is best captured in the iconic Lynyrd Skynyrd song “Free Bird” – for which the concept is named – about being yourself, pursuing your dreams, charting your own course, and doing all of it in a way you love. From the seemingly infinite toppings and possible combinations to the spirited design of each location, the FREEBIRDS experience is a direct reflection of an ideal of making the world a better place. It’s Not Normal! ®

### **We Do What’s Right for the Burrito**

The menu at FREEBIRDS inspires one to dream big or small, while choosing from some of the freshest ingredients around. The menu features four sizes of customizable burritos, from the generously sized HYBIRD, to the original FREEBIRD, MONSTER and SUPER MONSTER as well as Freedom Salads, quesadillas, nachos and tacos. Kids can eat off of the “Little Monsters” menu, which includes kid sized burritos and quesadillas.

The ingredients are fresh, tasty, abundant, and if desired, spicy enough to remind anyone that they’re alive and kicking. Sauces range from Bad \*SS BBQ Sauce – a 1 on the Sauce Hotness Scale – up to Habanero – a mercury-busting 10. FREEBIRDS offers up to 40 freshly prepared toppings including hand cut veggies, hot peppers house made guacamole, queso, tomatoes, pico de gallo, jalapenos, cilantro, lettuce, roasted garlic, and corn salsa. Those counting calories are encouraged to peruse the low-fat and low-carb menu options, and for those who don’t like math, desserts include cookies and Pot Brownies (settle down, they only give a sugar high). Vegan and gluten free options are also available. Liquid satisfaction includes fountain sodas, bottled teas, bottled water, and beer (where available).

“We bring in fresh product every day,” says FREEBIRDS Corporate Chef Steve Byrne. “We use fresh, all natural chicken and grass fed beef, and in 90% of the restaurants, it’s grilled right in front of the customer. We make our own guacamole, chips, salsas, beans, and dressings on premise every day. We take the time to drive the suppliers insane.” Freshness and quality control are the pillars of the FREEBIRDS culinary program.

### **Rock ‘n Roll Design**

The interior design – a loving nod to the sixties – varies from location to location, but each restaurant has a rock ‘n roll atmosphere that is distinctly FREEBIRDS. “They are all the same, but they are all different,” says Jim Mizes, president of FREEBIRDS. Rock lyrics, murals, and messages that inspire social



change such as “Make Love / Not War” and “Call Your Mother,” are painted on the walls and furniture, giving the space a comfortable lived-in vibe.

Perhaps the most instantly recognizable artistic component of the FREEBIRDS interior is Libby – a more fun-loving version of the Statue of Liberty. Libby can be seen at every FREEBIRDS restaurant riding a Harley or a guitar, or driving a VW bus.

The world is a better place with the right soundtrack. From classic rock to alternative, guests at FREEBIRDS will hear songs they love, some songs that are new to them, songs that take them back to another time, and hopefully songs that inspire.

Various FREEBIRDS locations throughout Texas and California sport a great deal of local flare. The location in The Woodlands north of Houston features a distinctly Woodstock-inspired theme, linking the restaurant’s proximity to the iconic festival. Winged accordions fly out of the wall in a San Antonio shop, a nod to the Texas Tornadoes Tejano band. Tubers – not potatoes, but rather people in inner tubes – are a main feature of the San Marcos location, which sits near the Comal River, a local tubing spot for college students and families alike.

### **A Passion For People**

FREEBIRDS hires genuinely friendly team members to help guests customize their burritos and salads exactly the way that they want them. There are no uniforms at FREEBIRDS, but there are plenty of tattoos, piercings, college students, high schools kids, no school kids, athletes, poets, musicians, and pretty much anything and everything in between.

The FREEBIRDS employee experience is like nothing else. Paul Womack, a former long-time employee of the South Congress location in Austin has a backwards “F” tattoo on his right forearm. “I’m a shameless promoter of FREEBIRDS,” he says. Twenty three year old Amy Zamiatowski has been with FREEBIRDS for only a year, having left Starbucks after stumbling across the concept in Arlington, TX. “This is awesome, and I want to work here,” she recalls saying to herself. “I loved the general vibe. Everyone - the staff and the customers - looked excited to be there.” After moving back to Houston to be close to her family, she transferred to the FM 1960 location and says, “It is the best work environment I've been in, and I mean that. I love my job.”

“We don't have waiters, we have ninjas,” says Mizes, talking about the tribe members (the FREEBIRDS term for “employee”) who bus tables and can often be overheard whistling or singing along with a catchy soundtrack. “Members of our tribe are more like family than co-workers,” Mizes imparts.

That dedication and passion extends to the other side of the counter. FREEBIRDS has its own adoring, card-carrying, cult-like following known as the FREEBIRDS FANATICS. Each FANATIC cardholder receives one stamp for a HYBIRD, FREEBIRD, Burrito Bowl, Freedom Salad, or order of nachos, tacos, or quesadillas. The particularly hungry FANATIC who orders the Monster burrito or epic “Super Monster” is rewarded with two stamps. Ten stamps earns one regular menu item or a short sleeve t-shirt, and twenty stamps can be redeemed for a FREEBIRDS hat or long-sleeve t-shirt.



FREEBIRDS is also passionate about the community. FREEBIRDS WORLD WORKS is the charitable arm of the company and was created to promote social service opportunities and invite guests and team members to get involved in their communities. Each FREEBIRDS restaurant is teamed up with two local charities to help create awareness, act as a volunteer resource and become ambassadors of their designated non-profit partners.

#### **ABOUT FREEBIRDS WORLD BURRITO**

FREEBIRDS WORLD BURRITO is owned by [Tavistock Restaurants](#) and has over 50 locations throughout Texas, and California. For more information or to place an online order, visit [www.freebirds.com](http://www.freebirds.com).

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