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**JIMBOY'S TACOS ANNOUNCES RETURN TO ICONIC MIDTOWN SACRAMENTO
LOCATION**

SACRAMENTO, Calif. (April 19, 2021) – [Jimboy's Tacos](#) is excited to announce its return to Midtown Sacramento, reopening the iconic location it previously occupied at 1420 29th Street. One of the original Jimboy's Tacos restaurants, the 29th Street location opened in 1967 and operated for 52 years before closing in 2019.

"I am so happy to see this location stay in the Jimboy's family of restaurants," said Erik Freeman, CEO of Jimboy's North America and grandson of the founder of Jimboy's Tacos, Jim "Jimboy" Knudson. "There's a lot of nostalgia for us and all our loyal followers. This location has deep history for both our family and the Sacramento area."

The 29th Street location will be owned and operated by current Jimboy's Tacos franchisee, Gary Perez. The restaurant will be his 13th Jimboy's Tacos franchise in the greater Sacramento area.

"Many Sacramentans tried their first Jimboy's taco at the 29th Street location," said Gary Perez. "We're happy to be able to bring it back to all our loyal customers."

With the reopening of the Midtown Sacramento restaurant, Jimboy's Tacos now boasts 41 locations across California and Nevada. A tentative opening date has been set for May 15, 2021.

About Jimboy's Tacos®

Jimboy's Tacos had humble beginnings, debuting in a small trailer on Kings Beach in Tahoe, California in 1954. Started by Jim "Jimboy" Knudson, it began with Jim's recipe for his signature taco, packed with the perfect balance of flavors and textures, all encased in his famous crispy, Parmesan dusted stone ground corn tortilla. The Original Taco with premium 100% pure ground beef is still a best seller with other popular menu items such as burritos, nachos, quesadillas, taco salads, churros, and more, rounding out the fresh and affordable menu.

From the very beginning, Jimboy's Tacos focused on a commitment to freshness and quality, using only fresh, premium local ingredients, preparing food from scratch daily, and cooking in small batches to ensure freshness. They were ahead of their time and today that commitment to quality and freshness is a hallmark of the brand. Besides being a pioneer with Tacos, Jimboy's Tacos was so popular; they were one of the first restaurant brands to begin franchising in 1969.

Today the sought-after brand with more than 40 locations in California and Nevada, is growing through franchise opportunities. For more information please visit: www.jimboystacos.com.

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