

BEFORE THE  
DIVISION OF SECURITIES  
DEPARTMENT OF FINANCIAL INSTITUTIONS  
STATE OF WISCONSIN

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In the Matter of  
THE AMERICAN TACO COMPANY

PETITION FOR ORDER

Respondent.

File No. S-99236(FX)

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The staffs of the Registration and Enforcement Units, Registration & Enforcement Section, of the Division of Securities, Department of Financial Institutions, State of Wisconsin have conducted an investigation in this matter pursuant to sec. 553.55, Wis. Stats. and as a result thereof allege as follows:

1. The American Taco Company ("ATC") is a domestic corporation with a last known business address at 7617-17<sup>th</sup> Ave, Kenosha, WI 53143;
2. On August 20, 1999, ATC filed an application to register with the Division, pursuant to sec. 553.26, Wis. Stats., to sell its franchise in Wisconsin (the "Filing");
3. The Filing became effective on August 25, 1999 when ATC filed its Uniform Consent to Service of Process;
4. The Filing contained a franchise offering circular that purportedly complied with the Uniform Franchise Offering Circular Guidelines;
5. The offering circular filed with the Division did not contain, among other items, ATC's audited financial statements, an acknowledgement of receipt page, or a copy of the franchise agreement;
6. ATC's offer of a franchise in Wisconsin with a franchise circular that does not contain the franchisor's audited financial statements, the acknowledgement of receipt page, or a copy of the franchise agreement, provide a basis for the suspension of ATC's franchise application registration pursuant to sec. 553.28(2), Wis. Stats.

THEREFORE, the staffs of the Registration and Enforcement Units petition the Administrator for the issuance of the attached Order.

DATED this 9<sup>th</sup> day of September, 1999.



David A. Cohen  
Supervising Attorney  
Enforcement Unit



James R. Fischer  
Director  
Registration & Enforcement Section