

Integrative Summary: Taco-Mac

In the simplest terms, Taco-Mac is a chain of restaurants offering food and a sporting atmosphere in the South Eastern US. Taco-Mac was founded in the Virginia Highlands neighborhood of Atlanta in 1979. Taco-Mac began with chicken wings, added lots of varieties of micro-brewed beers, and installed lots of television sets. There are currently nineteen Taco-Mac restaurants in the Southeast.

When first approaching Taco-Mac, it appears much like other restaurants. Simple shrubbery and a small patch of grass face the street. There is an outdoor seating area immediately visible when looking at the front of the structure. A wheelchair ramp leads to the front entrance. The main entrance leads to a waiting area/hostess station. You can opt to wait for a table or seat yourself in the bar which is immediately to the right.

The restaurant is well lit, with lit exit signs above the doors. The bar area is not as lit, but lighting is ample. The bar is fashioned to provide maximum comfort to the patron who is leaning. A lack of sharp edges on the top of the bar is not common in many restaurants.



The kitchen area is not accessible to customers. Behind swinging doors, the food is prepared. Surfaces are kept clean and material safety data sheets are readily available to interested employees.

Programming is different in a restaurant situation than in a typical recreation setting. While eating, drinking and companionship are the primary motivators in getting people in the door, programming is a good way to keep them there. The bar sponsors trivia nights, live radio

broadcasts, and special pay-per-view sporting events to their customers at no additional charge. There is not a cover charge to enter, though one must be 21 years old to imbibe alcohol.

Bartenders and servers are trained to spot fake I.D. cards and refuse service to those underage or those who are “obviously drunk”. Cabs are called for those unable to drive. Unruly patrons are subdued by either “large men who work in the kitchen” or “regular patrons”.

There is no recycling program in place, which is unfortunate since so many beverages are served in glass bottles. Everything goes into a dumpster behind the building and is emptied twice a week.

Bathrooms are wheelchair accessible and the tables are set up to allow an easy path. The bar is too high for a person in a wheelchair to be there comfortably. When a wheelchair-bound patron is in the bar area, they are at eye level to the bar-top and, on a busy night, would find it difficult to obtain service.

While the restaurant/bar atmosphere is not one we might think of as a place for an optimal leisure experience, it is the place where many Americans spend much of their un-obligated time. Sporting events are on any of the 30 televisions; patrons may play darts or video games. Taco-Mac has no organized mission statement. Stephani, the manager I spoke with said the spirit of the place is “...to provide exceptional food, drink, customer service, and entertainment at a reasonable price.”

I believe that Taco-Mac fulfills this mission. Food is good, servers are well trained, sports are everywhere, and it won't cost your entire salary.

Taco-Mac posts the following form on their website for customers to leave comments on their experience:

(see attached sheet for customer comment form)

Location Visited:		Choose One: <input type="text"/>
Date Visited:	<input type="text"/>	
Time of day:	<input type="text"/>	
Who was your server or bartender today?	<input type="text"/>	
Were you greeted promptly?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
<i>(For the next two questions use a scale of 1-10, with 10 being the best)</i>		
How would you rate the level of service today?	Select: <input type="text"/>	
How would you rate the level of cleanliness of the store?	Select: <input type="text"/>	
Overall, how satisfied were you with the quality of your meal today?		
<input checked="" type="checkbox"/>	Very Satisfied	<input type="checkbox"/> Satisfied
<input type="checkbox"/>	Dissatisfied	<input type="checkbox"/> Very Dissatisfied
<input type="checkbox"/>		<input type="checkbox"/> Neither
What did you have today?		
<input type="text"/>		
Did a manager visit you today? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
If so, which manager spoke with you? <input type="text"/>		
Name, Zip Code, Email		
Name:	<input type="text"/> (optional)	
Zip Code:	<input type="text"/>	
Email:	<input type="text"/>	
Additional Comments or Suggestions:		
<input type="text"/>		
*All information submitted will be kept confidential		
<input type="button" value="Submit"/> <input type="button" value="Reset"/>		