



McDEVITT TACO SUPPLY

RESTAURANT • CATERING • FOOD TRUCKS • MORE!



Opportunity.
Growth.
Tacos.

SERVING
COLORADO
AND BEYOND!

McDEVITTACOsupply.com

RESTAURANT AND BAR



SUPER HEADY TACOS

FULL-SERVICE CATERING



FOOD TRUCKS

THE **MCDEVITT TACO SUPPLY** STORY

Bradford McDevitt knows how to answer when opportunity knocks.

In 2011, when the City of **Boulder, Colorado** released two permits for vending on the popular tourist destination of the **Pearl Street Mall**, McDevitt quickly formulated a plan and put it into action. His business plan for a taco cart landed him a tasting session with the downtown committee who, after meeting with Bradford and sampling his tacos, made the decision to award a permit for a Pearl Street Taco Cart.

MCDEVITT TACO SUPPLY was born!



Shortly after opening the **Pearl Street Taco Cart** and experiencing initial success, **Bradford McDevitt** recruited his brother, **Clayton**, to help grow the business. The brothers then added a second location and a partnership that would continue into the present with **Sanitas Brewing Company**.

Now a permanent year-round fixture, the **MCDEVITT TACO CART** at **Sanitas Brewery** offers a pairing to the popular locally crafted brews that Boulderites and tourists alike have come to love.

Maintaining their momentum, the McDevitts expanded their offerings to include traveling taco carts that can be found at **music festivals** around the country under the banner **Super Heady Tacos**.



Super Heady Tacos

When music lovers see the bright neon sign at their favorite festival, they know they will be served quality food from a team of taco slingers that are just as excited about the festival as they are!



THE TACO SUPPLY^{MCDEVITT} STORY



It is the fun, laid-back vibe, combined with pride in service and a team-centered work mentality that has come to define the *taco slingers* that contribute so much to McDEVITT TACO SUPPLY'S success.

That success continued in 2017 when McDEVITT TACO SUPPLY sought to expand yet again. The taco carts had outgrown the commissary kitchen they had been using, and Bradford McDevitt decided it was time to explore options for a brick-and-mortar.

Knock, knock.

Bradford and Clayton McDevitt began the search initially with the goal of a kitchen and perhaps a take-out window. When a location at the **Meadows Shopping Center in South Boulder** popped onto the radar, they knew that there was *even more in store for McDEVITT TACO SUPPLY!*



In the fall of 2017, McDEVITT TACO SUPPLY opened with a full-service bar and restaurant, as well as a kitchen that could now fully support the multiple taco carts.



THE TACO SUPPLY ^{MCDEVITT} STORY

McDEVITT CATERING

With operations running smoothly at the restaurant, the taco carts, and at music festivals around the country, McDEVITT TACO SUPPLY once again answered the call of opportunity, using the new brick and mortar kitchen to launch a full-service catering business.

McDEVITT TACO SUPPLY CATERING quickly grew into one of the best in the area, catering events of all shapes and sizes, from weddings to business lunches, and everything in between.

In 2020, McDevitt's Catering landed the Silver Medal for Best Caterer in *Boulder Weekly's Best of Boulder Awards*, as voted by the readers.



Speaking of accolades, 2020 Best of Boulder Awards also went to McDEVITT TACO SUPPLY for the Best Food Truck in the county, as well as nods for the Best Taco and Best Appetizers.

McDEVITT TACO SUPPLY was also recognized as a "Colorado Company To Watch" in 2020.



BEST OF BOULDER



THE TACO ^{MCDEVITT} SUPPLY STORY



GREATER OPPORTUNITY



Now in business for a decade, MCDEVITT TACO SUPPLY is continuing to seek unique opportunities and creative ways to “sling tacos” to as many customers as possible.

In 2019, a new partnership was formed with the iconic **Boulder Theater** when the McDevitts took over the food operations of the Theater’s **Lounge**.

Then, once again... *knock, knock!*

The retail space directly adjacent to the MCDEVITT TACO SUPPLY Meadows Shopping Plaza location recently became available, and Bradford McDevitt jumped at the opportunity. The new space provides an expansion to the McDevitt commissary kitchen to help serve the growing catering business, and at the same time offers a new storefront for another new venture, **heady coffee co.**



heady coffee co.

The coffee and breakfast bar will feature hand-crafted coffee drinks, grab-and-go lunches, and much more.

www.headycoffee.co

MCDEVITT TACO SUPPLY’S loyal customer base, dedicated staff and creative owners all combine for a recipe of continued success.

There’s no telling what the future holds, but it’s a sure bet it will be ***Super Heady!***



THE TACO SUPPLY ^{MCDEVITT} STORY



MCDEVITT TACO SUPPLY serves what they refer to as *Boulder-style tacos*, reflecting the diverse culinary landscape of the **Colorado Front Range**, combined with the McDevitts' Chicago-area roots, along with traditional recipes.

Chicago Italian Beef tacos can be found alongside traditional favorites such as *Green Chile and Chicken* and *Slork* (Slow Roasted Pork). The always changing special boards often boast creative and seasonal offerings, such as *Lamb Gyro* and *Hawaiian Ahi Tuna Poké* tacos.



"A tortilla is a canvas on which I can just paint whatever I want."

~Owner and Chef Bradford McDevitt

This creativity isn't limited to just tacos, however.

McDevitt's menus also features **Mexican Street Corn**, **Super Heady Nachos**, **Green Chili Mac and Cheese**, **BBQ Chicken Quesadillas**, and *much more*.



Most recently, the MCDEVITT TACO SUPPLY menu has come to feature **THE WING SUPPLY**, offering a full selection of **Chicken and Vegetarian Cauliflower Wings**, with flavors including **House BBQ**, **Traditional Buffalo**, **Nashville HOT!**, **Pineapple Habañero**, and more!



THE TACO SUPPLY STORY



LOCAL OFFERINGS



In all of McDEVITT'S dishes, the goal is to use as many of the locally available resources as possible.

From the locally sourced **Colorado Tortilla Company** tortillas to the fresh produce provided by Longmont's **Speedwell Farms**, if anything can be obtained locally, it is.

And that goes for the extensive cocktail menu, as well.



Margaritas are offered with **Grove Street Orange Liqueur** made in Longmont. Denver's **Leopold Brothers Distillery** features in many concoctions, and the Vodka, Gin and other spirits are all locally sourced.

All that combines with a rotating tap wall featuring some of the best Colorado Brews available to make a beverage list that is **100% Coloradoan!**

It doesn't end with the food and drink, however.

At McDEVITT TACO SUPPLY, the tables, dishware, wooden boards, and mezcal copas were all made by local artisans, and the walls are adorned with local artwork available for purchase, with 100% of the revenue going to the artists.



Dining at McDEVITT TACO SUPPLY is a *true Colorado experience.*



THE TACO SUPPLY ^{MCDEVITT} STORY



FACING CHALLENGES



Like many Boulder restaurants, McDEVITT TACO SUPPLY has had to find creative ways to maintain their business during the current health pandemic.

When indoor seating became obsolete, patio seating was expanded, tents were added, and menus were exchanged for QR codes. The staff was educated about how to properly sanitize between patrons. When the temperatures dropped, space heaters were added along with hot drinks and daily soups.



The TACO SUPPLY MINI-MARKET was created to provide essential items, grab-and-go sauces and seasonings, locally crafted gifts, McDEVITT TACO SUPPLY merchandise, and more.

The restaurant started opening early to sell its unique version of **Breakfast Burritos** – filled with a choice of protein, plus eggs, cheese, salsa, queso, sour cream, kale salad, and tortilla chips.



Owners Bradford and Clayton McDevitt knew they had to do even more to keep the business alive during these difficult times, using **carry-out orders** to pick up the slack for the lost indoor dining sales.

The menu was amended to include items for creating the delicious McDEVITT experience at home. These **Meal Kits** and **Margarita Kits** come with separately packaged ingredients and instructions on how to properly heat and assemble when ready.



As with most business decisions in the past decade, **McDEVITT TACO SUPPLY** took these challenges and turned them into opportunities to better serve their customers.



WRITING ^{THE} _{NEXT} CHAPTER

Starting as a humble dream of a **single taco cart** on the Pearl Street Mall, it is an understatement to say that MCDEVITT TACO SUPPLY has grown.

The McDevitt Brothers' business now includes a bar and restaurant, a brewery residence, a catering business, multiple festival food trucks, and more.

MCDEVITT TACO SUPPLY has made a name for itself both locally and around the country, gaining recognition and awards along the way, while maintaining a loyal following of customers and a committed staff.

All this from a single taco cart.

The MCDEVITT TACO SUPPLY story is far from finished.

In fact, it may just be getting started.





**MCDEVITT
TACO SUPPLY**

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