

Fast Food Restaurant Industry Veteran Joins Baja Fresh as New Director of Purchasing

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Baja Fresh Mexican Grill, the California-based fast casual fresh Mexican chain, announced today the hiring of Tim Koch as their new Director of Purchasing. Koch will be responsible for overseeing all purchasing for the company.

Previously employed by CKE Restaurants, Inc. in Carpinteria, Calif., who owns Carl's Jr.(R), Hardee's(R), La Salsa Fresh Mexican Grill(R) and Green Burrito(R), Koch served as the Purchasing Manager for Carl's Jr. and Green Burrito restaurants. He managed food complexes for Carl's Jr., as well as developed and implemented commodity hedging strategies, assisted in new product roll outs and negotiated contracts and pricing agreements.

'We hired Koch as our new Director of Purchasing for his breadth of experience at other well known restaurant chains,' said James Walker, President, Baja Fresh. 'We are confident that he will continue our tradition of ensuring seamless food quality with short wait time and customer satisfaction.'

Founded in 1990 and headquartered in Thousand Oaks, Calif., Baja Fresh operates or franchises 292 restaurants nationwide.

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