

COMING SOON

TO AN ETHNIC BARRIO NEAR YOU

McMuerto's

Your one stop shopping for all of your
Dia de los Muerto's needs!



Welcome to McMuerto's
You deserve a death today!

HISPANIC ENTREPRENEUR OF THE MONTH:

culture, creativity & commerce meet at **McMuerto's**

There is an old saying that the only good Mexican is a dead Mexican. But to Hispanic CEO and founder Luz Chonis of McMuerto's Corporation, *el olor de la muerte* (the smell of death) smells like a million bucks! What began as a modest corner store in Alviso, California specializing in altar items for the quaint Mexican tradition of Day of the Dead is now 1,848 franchises strong.

For multi-cultural savvy investors, Mexico's Day of the Dead has emerged as the latest celebration to capitalize on. The astute Chonis, born and raised in Los Angeles' barrio district, forecasted the trend and actively promoted it. As she tells it, "I saw how popular the Day of the Dead processions were becoming, and I kept on asking myself, 'Why only celebrate death once a year? I mean, death happens everyday!'"

That small idea gave birth to McMuerto's simple philosophy - "In Mexico, death is something to be celebrated and at McMuerto's every day is a celebration!" Chonis soon began developing her vision of becoming the world's best quick service Day of the Dead altar product provider and was quickly rewarded. "The time was ripe to capitalize on our rich

Hispanic culture and share it with the rest of the world through our McMuerto's franchises", declares Chonis.

When asked to explain McMuerto's phenomenal growth, Marketing Director Guadalupe de Grandbumm points out, "In today's sizzling economy, our Hispanic culture has become a hot commodity. We saw the potential for satisfying consumer needs with a quick, hassle free, but authentic environment to buy all their Day of the Dead products, and we filled that need."

With easily-identifiable outlets located across 22 states, McMuerto's has perfected the process of rapidly delivering a uniform mix of prepared products which have improved on the ritual altar of primitive Mexico and made the

McMuertito Meals

- No. 209 Death by Heart Attack Combo 3.99
- No. 227 Death by McCulture War Combo 4.49
- No. 187 Near Death Experience 3.29
- No. 1848 Death by McMigra Combo 1.50
- No. 1998 Death by McWar **

(*priced according to region)

Extra Value Death Meals

- McCoffin Combo 17.99
con Special Edition Beamer Babies
- McMuertos Death Combo 16.89
con Limited Edition McBarbaras



VIEW THE-VERY-MAJORITY
ITEMS FOR YOUR CITY AT
THE DEAD WEBSITE.



McMuerto's

YOU DESERVE A DEATH TODAY!



GET YOUR
MCCOFFIN COMBO
WITH BEAMER BABIES TODAY!

McRecuerdos

(Manufactured McMemories)

- McMuertas Disembodied McMemories .89
- 1.15 con Sangre **

Dead McMexican Trading Cards

(Passes as your local friendly McMexican worker)

- McChupus XXXLallis \$36

SPECIAL

- McManufactured Sugar Skulls 1.79/doz.

- McBones Afterlife Treats .99

- Papel Picante (hot or mild) 1.99

- McMemories from Mexican History 2.11

with Afterlife travel tips

** Free with convenient, uncontrolled consumption of McChupus XXXLallis

tradition more accessible across cultural lines. Some think McMuerto's is exploitative (see sidebar), others find it creative, but there's no arguing with McMuerto's balance sheet. Last year alone, McMuerto's grossed over 69 million dollars. That is an impressive figure for a new-comer in the fiercely competitive retail market.

One out of three dollars is spent at a franchise business in the United States and McMuerto intends for more of those dollars to be used buying McMuerto's unusual products. To develop McMuerto's new, hip product line, the highly motivated CEO Chonis tapped into the creative energy of Generation Ñ "artists I knew in college," she says. "This group of nine individuals were all doing part time work with illusions of

one day making it big as artists. They were disillusioned, they weren't finding financial success, so I brought them into McMuerto's to give them an opportunity to work on something meaningful. And now they're utilizing their diverse artistic talents and reaping financial rewards at the same time!" Chonis' unique vision of "compassionate capitalism" has made her business a rewarding experience for employees.

"I love my job!" exclaims Chipotle "Chip" Prestley, Director of Product Design. "I get to spread the beauty of my culture by making products like our plastic sugar skulls available to everyone and make money at the same time; I'm blessed!" The development process is based on extensive research on ancient Aztec traditions from Michoacan, home of the original Day of the Dead. Previously Chicano artists like Chad del Campo, now Vice President of Special Affairs, and Ken Menudo now Director of Research and Development, take this arcane knowledge and make it relevant for today's fast paced world, all the while keeping it authentic and marketable. The last step is making sure all McMuerto's items and designs are tested for their potential effectiveness and profit feasibility in targeted markets before they hit the stores.

"People are so busy these days," states Menudo "they don't have any time for their spiritual selves. What we've done is made it more convenient by pre-packaging

all the items you need like candles, calacas, and durable Papel Picante®. Then we make it fun by adding treats like Beaner Babies®, McBarbara® collectibles, and McChupas XXX Lallis®." Prestley agrees and adds, "The easy step-by-step instructions we provide for setting up an altar make it quick and easy for customers to get in touch with their spirituality and honor their ancestors". Consumers new to the practice of altars appreciate this, as well as knowing they are being culturally sensitive by patronizing a company that hires Mexicans.

McMuerto's has been celebrated as the model corporate structure of the next millennium with its inventive hiring practices. It currently imports its workers from Mexico to assure authenticity, but it is pilot-testing a "Nuevo Bracero" Program which invites suburban youth to work in inner-city McMuerto outlets. This program, which is the brainchild of Vice President of Special Affairs, Chad del Campo and Mohammed Quetzal, Director of Employee Relations, has the potential to bring profit levels to record highs.

McMuerto's has other big dreams for the future, Chonis assures us. "We've brought in heavyweight New Media Strategic Communications Expert Maria Macabre and Manuel Labour to help us move into our next phase of marketing the complete Hispanic cultural experience." Just how this is going to be



done Chonis would not reveal. "My legal counsel won't let me say anymore," Chonis laughs, "but just you wait!"

With the refreshingly motivated and talented team Chonis has assembled and the innovative approach of McMuerto's, the corporation has emerged as a retail force to be reckoned with. The global economy is on the edge of their seats, waiting to follow

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the community's choice

FACTS AT A GLANCE

McMuerto's.

--Carline Wong

Company: McMuerto's Corporation

CEO: Luz Chonis

Corporate Headquarters: San Francisco

History of McMuertos

In the Beginning . . .

Luz Chonis was born to Mexican parents and raised in Los Angeles' barrio district. As a little girl she actively participated in many Day of the Dead celebrations, enthralled by the colorful spectacle. As an adult, nostalgic for the warm fuzzies of her childhood, she opened a modest corner store in Alviso, California, specializing in altar items for the quaint Mexican tradition. During a Day of the Dead procession, it occurred to her that death knows no boundaries.

Chonis moved quickly to assemble a crack team of artists, designers and fellow

Hispanic visionaries who shared her dream of marketing Hispanic culture, and McMuerto's Corporation was

born! McMuerto's research team visited Mexico, interviewed full-blooded Mexicans from Michoacan regarding the tradition of Day of the Dead, and took many delicious recipes from the native villagers. Their attention to detail knew no bounds; they even insisted on learning how to make authentic Day of the Dead candles, calaveras, and papel picado by hand.



Community Oriented McMuertos gets SSLAMMMed

McMuertos is not without its detractors. Our offices have been bombarded since we have done this article by a group known as SSLAMMM. This group is very passionate and aggressive in its tactics, and has been known for its physical almost nonsensical attacks on patrons of McMuertos. We attempted to reach officials at

McMuertos for response to the following allegations, and Mohammed Quetzal, Director of Employee Relations had this profound response: "There are people in this world that can never be happy. They want to play the perpetual victim. We at McMuertos are about opportunity and celebration. If that's not spiritual or a community

action, I don't know what is."

Here is an example of a statement from this volatile group:

We, the Spanish Speaking Latinos Angry at McMuertos (SSLAAMM) hereby condemn McMuertos and all its allies for its unhealthy practices concerning the commercialization and the bastardization of the wonderfully spiritual Mexicano celebration of

THEY'RE HERE!

McMuerto's

BEANER BABIES



Get your Beaners
while they're HOT!!

FOR A
LIMITED
ONLY AT



Dia de Los Muertos.

SSLAAMM, as the representative of all Latino and Indigenous peoples worldwide hereby orders McMuertos to cease and desist all production of all its products that demean the true spiritual nature of this celebration that reminds us to remember our ancestors to remind us that we are a proud people. McMuertos

Corporation is just a Hispanic front for the Big Mc and McMuertos actions only further insult our people and our ways.

SSLAMM insists that McMuertos cease using all vocabulary pertaining to Dia De los Muertos, including and not withstanding, the words "Dia De Los Muertos." These words, this celebration belongs to indigenous people

worldwide. We shall not continue to have our language appropriated by the gringo establishment for its pleasure and mass consumption.

DO NOT SHOP AT MCMUERTOS

MCMUERTOS = MCDEATH