

May 2026

Auspex Capital Facilitates the Sale of One Taco Bell Restaurant for Morongo TB

The Transaction:

Morongo TB, LLC (Morongo TB), a Cabazon, CA based Taco Bell franchisee owned by long time franchisee Mark Cook, Gilbert Mendez and the Morongo Band of Mission Indians, has completed the sale of its Taco Bell restaurant located adjacent to Morongo Casino, Resort & Spa to SERJ Taco California, a well-established Taco Bell Franchisee who owns seven Taco Bell restaurants in southern California. The Morongo Band of Mission Indians retained the real estate underlying the restaurant and leased it back to SERJ Taco California under a long-term lease agreement. Auspex Capital acted as the sell-side M&A advisor to Morongo TB for this transaction. Auspex previously represented Mark Cook in the sale of his affiliate Taco Bell organization in 2021 and this transaction represents his complete exit from the Taco Bell franchise system.

The Advisor:

Auspex Capital is a boutique investment banking and financial advisory firm specializing in the restaurant industry. For more information please call Chris Kelleher at 562-424-2455 or email at ckelleher@auspexcapital.com.