

Fact Sheet



So,...what is the Tamale Boost?

It's the first of its kind! It's simply a fundraising campaign to increase our reserves. Pay in advance for your food (in the form of a gift card) and Liz pays you back with interest, tamale interest, that is, the form of "tamale bonuses".

What's the tamale interest rate and how does it work?

Pay for your gift card anytime between August 1st and August 14th. The clock to earn tamale bonuses begins Aug. 15th, 2017. For every month you hold onto your gift card, you'll earn bonuses, up to three month. But wait, there's more. Buy your gift card on Aug. 1st, the day of our Launch Party, and get a free T-shirt! At the time of purchase, we will collect your info to mail your bonuses to you every month.

Why are we raising reserves?

We're replenishing our reserves for our CASA de TAMALES downtown location, on Fresno's new Fulton Street. While construction on Fulton Street is almost completed, and a great future for Downtown is about to begin, its overdue timeline depleted our reserves more than expected. Our very own Tamale Boost campaign will be a great way for us to replenish our reserves in preparation for our Grand Re-Opening, while giving something back to our loyal tamale fans.

What are the plans available?

Angel Grow your \$100 gift card, by 30% (in 90 days)*

Bonuses are earned on the 15th each month, for up to 3 months.

September 15th \$10 Tamale Bonus earned

October 15th \$10 Tamale Bonus earned

November 15th \$10 Tamale Bonus earned

Champion Grow your \$75 gift card, by 25% (in 90 days)*

Bonuses are earned on the 15th each month, for up to 3 months.

September 15th \$6.25 Tamale Bonus earned

October 15th \$6.25 Tamale Bonus earned

November 15th \$6.25 Tamale Bonus earned

Fan Grow your \$50 gift card, by 20% (in 60 days)*

Bonuses are earned on the 15th each month, for up to 2 months.

September 15th \$5 Tamale Bonus earned

October 15th \$5 Tamale Bonus earned

*Upon any cash-in (partial or full), accrual automatically ceases for that gift card.

Can the gift card be re-gifted, while keeping the 'tamale bonuses' for yourself? Or, can 'tamale bonuses' be given to someone else?

Yes and Yes!

Does the gift card expire?

No. It's a cash value gift card. So, please keep it safe.

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Do I have to use the amount on the gift card all at the same time?

No. You can use it as you spend with us. The card will automatically deduct the amount of each purchase.

Do the 'tamale bonuses' expire?

Yes. The 'tamale bonuses' are a coupon with no cash value (meaning no cash/change back) and expire on October 15th, 2018. They can be used for any purchase, no holiday or menu restrictions.

Can I purchase more than one card?

Yes, as many as you want!

Can I buy the gift card on-line?

YES! Email us at Fresno@casadetamales.com with your inquiry. We will send you a link to pay for it on-line. Please write in your full address in the 'note' box so we may send you your bonuses.

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