



Press Release

TACO BELL® LUNCHTIME THERAPY: BUY ONE GET ONE FREE 'SWAP' YOUR BORING MEALS FOR ITS CRAVEABLE TACOS STARTS 15-30 JUNE 2022



Bangkok, June 15, 2022 – Taco Bell is disrupting what it means to have a less-than-exciting meal with the opportunity to swap lackluster lunches for something más exciting: a Taco Bell taco! Taco Bell is here to help fire up meals again by (theoretically) swapping out the mundane for a fun, fiery Taco Bell taco.

Taco Bell Thailand offers its fans and new customers a “Lunchtime Therapy” (Taco Swap) program, starting during 11.00-14.00 hrs EVERYDAY from today until June 30, 2022. Taco Bell’s fans and new customers will be able to buy one get one equal-priced free at Taco Bell restaurants (except Suvarnabhumi Airport), only for dine in and take away.

Mr. Chalermchai Mahagitsiri, President and Chief Executive Officer of Thoresen Thai Agencies Public Company Limited (TTA) and Director of Siam Taco Company Limited, said, “Taco Swap Campaign is a part of Taco Bell international branding program across 25+ market. In Thailand, we are thrilled to present Taco Swap Campaign with an aim to encourage Thai



consumers to swap their boring and ordinary meals for tasty tacos and more mouthwatering choices at all Taco Bell restaurants.

“Our first Taco Swap Campaign is ‘Lunchtime Therapy’ – during lunchtime, boring plain meals won’t stand a chance as consumers can spice up for flavorful tacos at Taco Bell restaurants. New Taco Swap Campaign will be launched almost every month throughout this year. We expect that Taco Bell brand will become one of well-known brand among consumers in Thailand in a near future.”



Taco Swap is the continuation of Taco Bell’s first global marketing campaign, ‘#ISEEATACO’ that began with Taco Moon in May 2021. Taco Bell wish consumers to continue to see tacos everywhere and to have ‘Live Más’ experiences.

Lunchtime Therapy (Taco Swap) program is available at 11 Taco Bell restaurants (except Suvarnabhumi Airport) for dine in and take away only, starting on 15-30 June from 11 am to 2 pm. Find your nearest Taco Bell restaurant by visiting www.tacobell.co.th.

You can also stay up to date on all things Taco Bell by following us on [Facebook](https://www.facebook.com/tacobell) and [Instagram](https://www.instagram.com/tacobell).

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**About Taco Bell**

Taco Bell Corp., a subsidiary of Yum! Brands, Inc., is a world-famous Mexican-inspired restaurant chain serving customizable tacos, burritos and other specialties with bold flavors, quality ingredients, breakthrough value, and best-in-class customer service to over 42 million customers weekly across the globe. Taco Bell operates over 7000 restaurants in more than 30 markets including the United States, with the expansion continuing across the globe.

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