



Press Release

TACO BELL Unveils the 4MIX Party Box with a Special Price And Give-away 1,000 Crunchy Tacos at its New Branch “TACO BELL Shell Service Station Bangna Km.6”

Bangkok, Thailand - 6 January 2023: Siam Taco Company Limited, the operator of Taco Bell franchise in Thailand, kicks off a proactive move to welcome year of the Water Rabbit 2023. Taco Bell will reach young customers and gain new customers in the vicinity, starting from Bang Na and Bang Phli, Samut Prakan.

TACO BELL Sets to Start 2023 with Two Marketing Campaigns



- 1. A Special Offer for “4MIX Party Box”:** TACO BELL and 4MIX Thai Boyband: Ninja- Jarukit Khamhongsa, Mcka- Natphatra Diloettrakun, Folksong- Chaninthorn Boonrod, and George- Ramet Kiantisukudom, from 411 Records in collaboration to create the “4MIX Party Box”, a delicious Mexican-style set menu filled with a 4 Crunchy Taco, 1 Cheese Quesadilla, 1 Guacamole, 1 Nacho Cheese, 1 Cinnamon Twist, and 1 Chip for only 399 Baht. Taco Bell’s 4 MIX Party BOX is ready to serve customers from 6 January to 10 February 2023.



- 2. Free Crunchy Taco at New Branch !** : To celebrate the new branch opening at Shell service station Bangna Km.6, customers who have seen the promotional campaign from the street cut-out or TACO BELL social media and add Line Official Taco Bell TH **have a chance to get a 69 Baht Crunchy Taco for FREE at TACO BELL Shell Bangna Km.6 from 5 to 14 January 2023. Only 100 pieces / day available.**

Mr. Chalermchai Mahagitsiri, President and CEO of Thoresen Thai Agencies Public Company Limited (TTA), and Director of Siam Taco Co., Ltd., stated that TACO BELL will use music-related strategies to capture the attention of younger customers. For the first marketing campaign of this year, Taco Bell joins with 4MIX - a famous T-POP Artist in Thailand, to launch the 4MIX Party Box. We are confidence that TACO BELL brand will be recognised quickly and can attract 4MIX fan clubs as well as teenagers who love T-POP music.

Taco Bell aims to gain more new customer base in Bang Na and Bang Phli, Samut Prakan, therefore, Shell service station Bangna Km.6 is considered as the most appropriate location. We will offer new experiences through a variety of spicy Mexican-style TACO BELL menu items such as the top-hit Naked Chicken Taco, popular Kickin' Chicken Taco, and original Crunchwrap Supreme, etc. Representing a global leading brand, TACO BELL Shell Bangna Km.6 will be embraced by customers because it can meet the needs of travellers who are looking for a high-quality, tasty, quick and simple fast food. Stop by, fill up their tank, and eat a taco or take it away to eat during their journey.

TACO BELL customers can order the 4MIX Party Box at 12 participating TACO BELL branches: The Mercury Ville, Chidlom, Siam Paragon, Central Pinklao, Samyan Mitrtown, Central Westgate, Sukhumvit Soi 11, MBK, Riverside Plaza, W-District, Royal Garden Plaza Pattaya, Caltex Prachanukun, and Shell Bang Na Km. 6, or via GrabFood, Lineman, Foodpanda, and ShopeeFood.



ABOUT TACO BELL

Taco Bell Corp, which is a subsidiary of Yum! Brands Inc., is the administrator of the world-famous Mexican-style fast food chain that serves tacos, burritos, etc. which are known for their taste and savoury flavour. Its selection of raw materials emphasises quality over price, and its impressive service is offered to 42 million customers worldwide each week. At present, TACO BELL has 7,000 branches in the USA as well as 600 branches in 30 countries around the world. TACO BELL continues to expand into other countries with more branches.

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