



Press Release

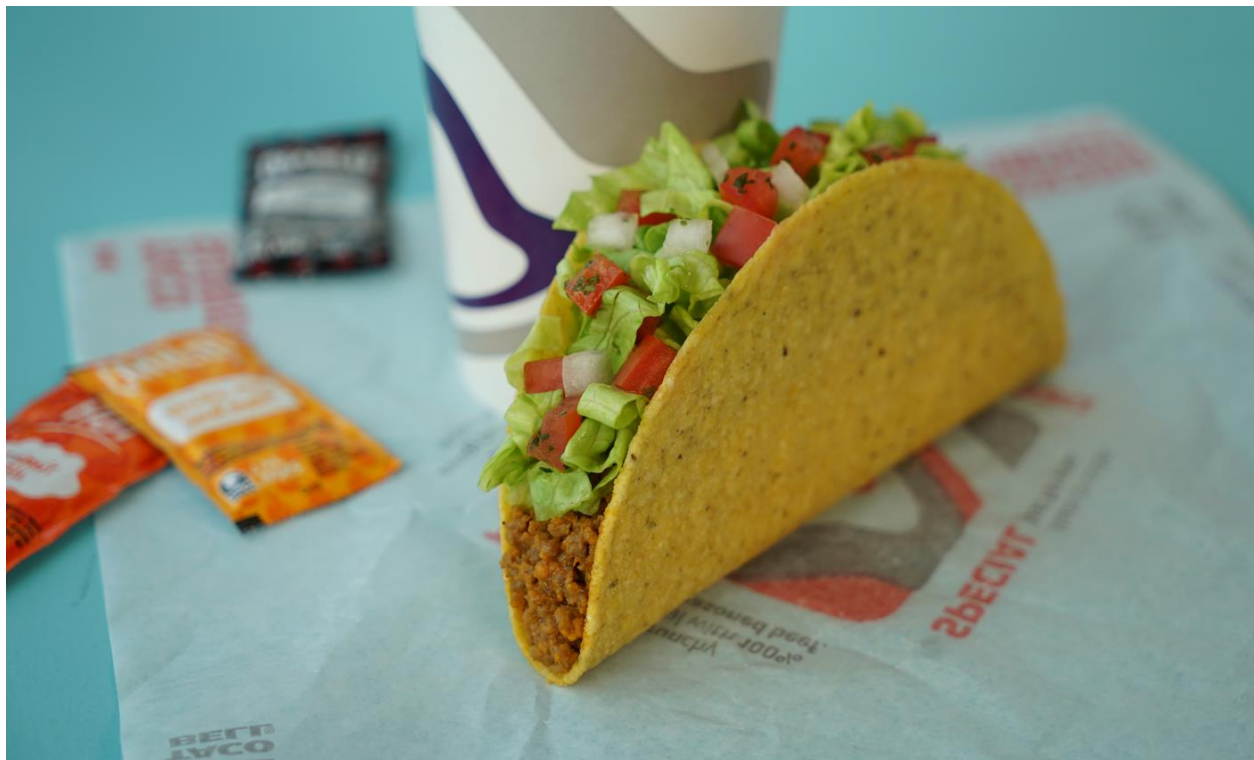
**TACO BELL to Roll Out the Mexican-style food to Bangkok- Sub Area
Open its new branch at The Bright to Serve Rama 2 Customers**





Bangkok, Thailand – February 2, 2023: Siam Taco Co., Ltd., the franchisee partner of Taco Bell in Thailand, moves forward to promote Mexican-style food and boost the recognition of Taco Bell’s original recipe. Speeding up to attract new customers across nation, Taco Bell has recently opened its new branch at The Bright Rama 2 and will give away a total of 1,100 pieces of crunchy to customers for free! (100 pieces / day from 2 to 12 February 2023)

Mr. Chalermchai Mahagitsiri, TTA President and CEO of Thoresen Thai Agencies Public Co., Ltd. (TTA) and the Director of Siam Taco Co., Ltd. said “Taco Bell decided to open its new branch at The Bright because it is the first city lifestyle mall in the Rama 2 area and the location is very convenient, only 1.5 km from the Chalerm Maha Nakhon Expressway. We expect to reach approximately 500,000 people who live in the Bang Khun Thian, Chom Thong, Bang Khae, and Phasi Charoen districts and most of them are new-generation young adults with high purchasing power. We are confident that this new Taco Bell branch will become another favourite place to hang out with friends in this area as Taco Bell can provide the exotic taste of food for modern lifestyle.”





To celebrate the new branch opening at The Bright, 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 The Bright restaurant from 2 to 12 January 2023. Only 100 pieces / day available.**

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.

For more information, please contact: Khun Nathasa Euacharoen-ngan

E-mail: natasa_u@thoresen.com Tel. +662 254 8437 Ext. 332 or +668-3492-2442