



Press Release

**Taco Bell Opens the First Branch in Southern Thailand
At Jungceylon Shopping Center - Patong, Phuket,
To Offer Thai and Foreign Tourists Special Promotions**



Phuket, Thailand – October 7, 2023: Taco Bell, the famous Mexican-style restaurant from America with its unique tasty menus that meet the lifestyle needs of consumers of all genders and ages, especially foreign tourists, opens its first new branch in Southern Thailand as its 22th branch overall at the 1st floor, Garden Zone, Jungceylon Shopping Center, Patong, Phuket.



To celebrate the opening of the new branch, Taco Bell offers various special promotions: Taco Bell's Limited-Edition T-Shirts for the first 100 customers who buy the "Craving Meal for 2" on October 7, 2023, and 800 pieces of crunchy taco to be given away free to customers during October 8–15, 2023.

Mr. Chalermchai Mahagitsiri, President and CEO of Thoresen Thai Agencies Public Company Limited (TTA) and Director of Siam Taco Company Limited, said "Taco Bell is determined to fly the flag in Phuket and decided to open its first new branch at Jungceylon Shopping Center. Phuket is a strategic location as it is in the top ten provinces that have the highest number of visitors and the highest spending of foreign tourists according to Thai statistics for the year 2022. Jungceylon Shopping Center has been completely renovated and has become a "shopping paradise", which can attract around 17 million Thai and foreign shoppers every year. The new branch of Taco Bell is its inline restaurant model with an area of approximately 131 sq.m., and classification as Indoor and Outdoor for Sit-in, Delivery, and Take-away services in order to meet the needs and lifestyles of the customers, targeting either 10% Thais or 90% Foreigners."



Taco Bell - Jungceylon branch is ready to open the "Live Más" experience, which means encouraging people to "Live More". Customers can enjoy exciting new experiences such as Mexican-style tacos with delicious flavors. It's a chance to try global hit menu items such as Crunchy Taco Supreme™, Crunchwrap Supreme™, Chicken Quesadilla™, Grilled Stuff Burrito™, Loaded Nachos™ and the newest offering for cheese lovers, namely the "Grilled Cheese Bacon Series" including Grilled Cheese Bacon Quesadilla (Menu Hit), Grilled Cheese Bacon Burrito, Cheesy Bacon Fries, and Cheesy Bacon Chips. Both Thai and Foreign customers will love the chance to try all these delicious choices.

Taco Bell, the unique and famous Mexican-style restaurant, officially opens at the 1st floor, Garden Zone, Jungceylon Shopping Center, Patong, Phuket, from 11 am to 10 pm daily. To find



more information about the promotional campaign, please visit Taco Bell Facebook: facebook.com/TacoBellTH, IG: @TacoBellTH, X: @Tacobellth, LINE: @TacoBellTH and TikTok: @Tacobellthailand.

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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 over 8,300 branches worldwide. Taco Bell continues to expand into other countries with more branches.

To find Taco Bell nearby your home, please visit www.tacobell.co.th, and to gain more information please visit Facebook and Instagram.

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