



Press Release

Taco Bell Unveils Its First-Of-Its-Kind 'Shipping Container' Concept Store in Thailand at Ram Inthra km. 6.5 Bangchak Station

Bangkok, Thailand – January 29, 2024: Taco Bell, the renowned American Mexican-style restaurant, proudly introduces the first of its kind concept store in Thailand, featuring a 'Shipping Container' design at Ram Inthra km. 6.5 Bangchak station. Situated at a bustling petrol station, this location experiences a frequent influx of drivers. The store, equipped with 30 seats, also caters to delivery customers. To celebrate this grand opening, Taco Bell is giving away 1,000 pcs of Crunchy Taco at Ram Inthra km. 6.5 Bangchak station from 29 January – 7 February 2024.

The Ram Inthra area stands as a strategically positioned locale connecting Bangkok with Route 304, the national highway extending from Pak Kret to the Nakhon Ratchasima elevated bridge, serving as a gateway to the Northeastern region. In addition, the area is experiencing rapid expansion with high purchasing power customers who are open to new opportunities, especially those related to unique food experiences.

The unique selling point of the newly opened Ram Inthra km. 6.5 Bangchak station branch is its 'Shipping Container' concept, creating a modern and lofty vibe. The store has a seating capacity of 30, catering to both dine-in and delivery customers, serving those needing a petrol top-up and a break during long travels. Customers can enjoy a variety of unique and flavorful Mexican dishes from Taco Bell, all at affordable prices suitable for individuals of all ages and genders.

The Bangchak station branch at Ram Inthra km. 6.5 is now ready to offer and deliver exceptional experiences to all customers. For more information about Taco Bell activities, news, and promotions, please visit us on Facebook: [facebook.com/TacoBellTH](https://www.facebook.com/TacoBellTH), IG: @TacoBellTH, Twitter: @TacoBellTH and Line: @TacoBellTH

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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 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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