



**Press Release**

## **Taco Bell Opens Its New Branch on Walking Street Pattaya To Serve International Tourists during the Songkran Festival High Season**

**Chonburi, Thailand – March 23, 2024:** Taco Bell, a renowned Mexican-style restaurant chain from the United States has invested approximately 10 million baht to open its third branch in Walking Street Pattaya area to capitalize on the growth in Pattaya tourism.

To celebrate the opening of the new branch, Taco Bell has launched a special promotion called *'Everyday is Taco Day'* from March 23 to April 1, 2024, between 10.00 hrs. and 18.00 hrs., spanning 10 days. Customers who purchase any of the 3 Taco Combo sets (such as Double Taco Supreme Combo, Double Crispy Chicken Tacos Combo, or 2 Double Decker Tacos Combo) will receive one free Taco out of the 4 options (either Taco, Taco Supreme, Crispy Chicken Taco, or Double Decker Taco). The offer is limited to one person per order per day.

Anticipating an influx of foreign tourists during the Songkran Festival, Taco Bell is confident that sales will soar.

**Chalermchai Mahagitsiri, President and CEO of Thoresen Thai Agencies Public Company Limited (TTA) and Director of Siam Taco Company Limited,** said, "As a result of the positive response received from foreign tourists and Thais at our two Taco Bell branches in Pattaya, located at the Royal Garden Plaza branch and the PTT Jomtien gas station branch, we are actively seeking opportunities to open more branches. This decision is also fueled by the promotion of tourism in Pattaya following the COVID-19 pandemic, leading to a boom in the Walking Street Pattaya area. Therefore, Taco Bell has decided to invest in opening a new branch on Walking Street Pattaya which stands out for its exceptional location that can accommodate customers from the main street of Walking Street to the seaside area. Furthermore, in line with our strategy of providing Dine-in services, with a beautiful view of Bali Hai Cape and the pier, we are confident that Taco Bell Walking Street Pattaya branch will become a popular meeting point for both Thai and international tourists, including Russians, Europeans, Middle Easterners, Chinese, and Koreans."

Taco Bell Walking Street Pattaya branch is decorated in a modern style with seating for approximately 30 customers. It offers both Delivery and Take-away services, catering to Thais and foreign tourists throughout the day and night, from 10.00 hrs. to 5.00 hrs. Customers can enjoy delicious and diverse menu options at a reasonable price, amidst a seaside atmosphere.



Taco Bell Walking Street Pattaya branch is now open and ready to provide an impressive experience to all customers starting from today onwards. For more details about activities, news, and promotions, you can follow Taco Bell on Facebook at [facebook.com/TacoBellTH](https://facebook.com/TacoBellTH), on Instagram at [@TacoBellTH](https://instagram.com/@TacoBellTH), on Twitter at [@TacoBellTH](https://twitter.com/@TacoBellTH), and on LINE at [@TacoBellTH](https://line.com/@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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