



Press Release

Taco Bell Eyes Phuket Tourism Boom Opens its 3rd Branch at Bull Market Patong

Phuket, Thailand – April 11, 2024: Taco Bell, a renowned Mexican-style restaurant from the United States, boldly expands into Phuket. Today, Taco Bell opens its third branch at Bull Market - Patong, Phuket. To celebrate the opening of the new branch, Taco Bell has launched **a special promotion called 'Everyday is Taco Day' from April 11 to April 21, 2024, for 11 days only.** Simply purchase any of the three Taco Combo sets such as Double Taco Supreme Combo, Double Crispy Chicken Tacos Combo, or 2 Double Decker Tacos Combo and receive a free Crunchy Taco. The offer is limited to one person per order per day. With the Songkran festival and Phuket's high tourist season approaching, Taco Bell anticipates a definite surge in sales.

Chalermchai Mahagitsiri, President and CEO of Thoresen Thai Agencies Public Company Limited (TTA) and Director of Siam Taco Company Limited, said, "Taco Bell is confident in Phuket's enduring appeal, drawing a large crowd of both Thai and international tourists year-round, especially during festivals and holidays. We have therefore committed to investing over 10 million baht in our third branch in Bull Market Patong which is the community mall, strategically situated on the right-hand side of the Rat Uthit Song Roi Pi Road area.

Taco Bell Bull Market Patong branch occupies 88 sq.m., featuring an Inline Model with a modern interior design. With around 44 dining seats, the restaurant is well-equipped to cater to the influx of Thai and foreign tourists visiting the beach and entertainment venues in Patong, as well as residents in the vicinity. In the future, the Taco Bell Bull Market branch will offer comprehensive delivery services covering the entire southern area of Phuket Island. During this year's Songkran Festival, Taco Bell is targeting a 30% increase in total sales across all three branches in Phuket compared to regular periods."

Taco Bell Bull Market Patong branch is open to serve Thai customers and foreign tourists from 10:00 hrs. to 22:00 hrs. Guests can indulge in Taco Bell's signature bold flavors and choose from a wide range of menus at a reasonable price. Whether dining in, takeaway or delivery services, customers can enjoy the convenience and deliciousness of Taco Bell.

Please stay tune about Taco Bell activities, news, and promotions on Facebook at facebook.com/TacoBellTH, on Instagram at @TacoBellTH, on X at @TacoBellTH, and on LINE at @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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