



Press Release

Taco Bell Opens its First Branch in Chiang Mai, Attract Tourists to Try Iconic American Taco Menu



Chiang Mai, Thailand - August 2, 2024: Siam Taco Company Limited, the franchise operator of Taco Bell, the famous Mexican-style restaurant from America has recently opened its first branch at Tha Phae Gate, Chiang Mai. On this special occasion, branch, both Thai and Foreign customers have the chance to enjoy authentic American tacos easily by registering as members through the LINE Official Account: @Tacobellthai till August 2, 2024, to get a free Crunchy Taco (limited to 100 pieces per day). Additionally, from August 2-15, 2024, customers who order food worth 350 baht or more and check-in on Facebook Taco Bell Thailand will receive a free Loaded Nacho.

Mr. Chalermchai Mahagitsiri, President and CEO of Thoresen Thai Agencies Public Company Limited (TTA) and Director of Siam Taco Company Limited, stated, "We plan to expand Taco Bell branches to cover every province in Thailand. We are very fortunate to open the first branch in the North at Tha Phae Gate, Chiang Mai, which is an important check-in point for Thai and Foreign tourists. Taco Bell - Tha Phae Gate branch is designed as an inline model, featuring both indoor and outdoor areas where customers can dine in or take away. We are confident that Taco Bell will continue to hold its top spot as the premier Mexican-style food brand due to its distinct yummy flavors. The Tha Phae Gate branch is expected to be successful, attracting around 60% Thai and 40% Foreign customers."



Taco Bell's globally popular menu items include the Crunchy Taco Supreme, Crunchwrap Supreme™, Chicken Quesadilla™, Grilled Stuft Burrito™, and Loaded Nachos™. Additionally, the menu features a variety of enticing snacks and desserts such as Cheesy Chips™, Cheesy Fries™, Cheese Quesadilla™, Cinnamon Twists™, and Chocodilla™, offering both Thai and Foreign customers an endless array of delicious flavors to enjoy.

Taco Bell - Tha Phae Gate branch in Chiang Mai is open daily from 10 AM to 10 PM. Customers can stay updated on activities, news, and promotions by following Taco Bell on Facebook at facebook.com/TacoBellTH, Instagram at @TacoBellTH and @XTacoBellTH, LINE at @TacoBellthai, and TikTok at @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 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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