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TACOTIME OFFERS THE BEEF SOFT TACO AT AN UNBEATABLE PRICE

Limited-Time-Only Promotion Starts March 4, 2015

SCOTTSDALE, Ariz. – (March 4, 2015) – Soft taco fans, get ready to rejoice! From March 4 – April 29, 2015, TacoTime® (www.tacotime.com) will offer the **Beef Soft Taco** for only \$2.49.

“One of the things that make the TacoTime Beef Soft Taco stand out from our competitors is its impressive size; it’s rolled, not folded,” says Chanel McFarlane, director of marketing for TacoTime. Bigger and better than the rest, the Beef Soft Taco features a soft flour tortilla loaded with seasoned ground beef, cheddar cheese, crisp shredded lettuce and fresh diced tomatoes. “We’re confident that our customers will walk away smiling after having their appetite for fresh, flavorful food at an affordable price satisfied during this limited-time-only offer.”

TacoTime prides itself on serving freshly-prepared, home style Mexican fare that surpasses the industry standard. Each menu item is carefully crafted with a unique flavor profile giving customers a top quality experience with each visit.

About TacoTime®

Headquartered in Scottsdale, Ariz., TacoTime® has been an industry leader in quality quick-service Mexican food for over 50 years. Founded in 1960, TacoTime has grown to nearly 400 franchised restaurants across the U.S. and Canada. In 2003, TacoTime became part of Kahala Brands™, one of the fastest growing franchising companies in the world with a portfolio of 15 quick-service restaurant brands.

For more information about TacoTime, visit www.tacotime.com.

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