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**TACOTIME UPDATES STORE DESIGN, PACKAGING AND ADDS
POPULAR MENU ITEMS FOR NEW BRANDING LAUNCH**

New Design Complements TacoTime Branding and Reinforces Loyalty to Customers

SCOTTSDALE, Ariz. – (July 21, 2014) - TacoTime® (www.tacotime.com) is best known for serving top quality Mexican food that is fresh, delicious and affordable. The brand’s messaging, “Made Fresh Since 1960,” reflects the commitment to excellence and branding that makes TacoTime unique; and now, they are bringing a fresh new look to stores and reintroducing some popular food items to the menu.

Over 30% of the stores will be updated with a new color scheme using warm, bold colors, and all packaging will be updated to mirror the new store image and the “Made Fresh Since 1960” message.

“Over the course of the year, customers will notice a new interior and exterior design scheme with vibrant colors that make for a happy dining experience,” said Chanel McFarlane, director of marketing for TacoTime. “We are also bringing back menu items that we originally featured for a limited time only. These items were so popular with our customer base that we decided to make them a permanent option on our menu.”

One such addition is the *5 Alarm Burrito*; now a mainstay item on the menu. The 5 Alarm Burrito is made with a delicious home-style tortilla filled with seasoned lean ground beef, refried beans, melted cheese sauce, Mexi-fries® and features the 5 Alarm™ Hot Sauce, which is full of flavor and packs some serious heat.

“Customers now have a different option for protein too,” said McFarlane. “Pork carnitas has been added to the menu giving three protein options now, including seasoned beef and chicken. We are excited to offer this addition – the customers told us what they wanted and we are here to give them the best service and quality we can.”

Other notable changes for customers include new menu boards offering a six combo meal option featuring some TacoTime’s® most popular items such as the ‘world-famous’ **Crisp Burritos**, the classic **Crisp Taco**, and the **Chicken Ranchero Burrito**.

TacoTime’s “4 for \$5” value menu was updated featuring a selection of eight popular items, including: **Crisp Taco**, **Small Mexi-Fry®**, **Crisp Juan Burrito**, **Crisp Pinto Bean Burrito**, **Soft Pinto Bean Burrito**, **Mini Quesadilla**, **Cinnamon Crustos®** and a small soft drink.

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, 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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