



FOR IMMEDIATE RELEASE

CONTACT:

Jean Smoke
480.362.4957

cjsmoke@kahalamgmt.com

**TACOTIME INTRODUCES NEW 5 ALARM BURRITO FOR JUST
\$1.59 FEATURING NEW 5 ALARM SAUCE**

Spicy burrito is a limited time offer, but the 5 Alarm Hot Sauce is here to stay

SCOTTSDALE, Ariz. (January 9, 2012) – TacoTime® is best known for serving top quality Mexican food that is fresh, delicious and affordable. The special blend of spices and large portions of authentic food make TacoTime truly unique. TacoTime has introduced the new blazing 5 Alarm Burrito for only \$1.59 on January 4 for a limited time only. The new 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 will feature TacoTime's new 5 Alarm Hot Sauce.

The new 5 Alarm Hot Sauce is full of flavor and packs some serious heat. This new level of extreme spiciness is a first to TacoTime and starting January 4, all locations nationwide* will offer this fiery 5 Alarm Hot Sauce in packets for their guests. Fans of the new hot sauce will also be able to purchase retail bottles at their local stores.*

The new 5 Alarm Hot Sauce joins TacoTime's other great tasting hot sauces as the spiciest of them all. It's the perfect choice for a real hot sauce connoisseur.

- **Original Hot Sauce:** Medium - TacoTime's original hot sauce with a special blend of peppers and spices.
- **Green Chile Hot Sauce:** Medium Hot - A tangy green chili base with diced jalapenos and spices.
- **Hotter Hot Sauce:** Hot - The great taste of TacoTime's original hot sauce with extra hot peppers for a spicy kick.
- **5 Alarm Hot Sauce:** Very Hot - A red chili base with jalapenos, cayenne, and Anaheim red chili peppers. This is the hottest TacoTime sauce of them all.

"We are really excited about introducing the new 5 Alarm Burrito" said Kevin Gingrich, TacoTime Brand President. "It tastes fantastic and the new 5 Alarm Hot Sauce really complements the burrito, adding an intense kick to every bite. This promotion offers a truly unique product at an exceptional value."

Along with the new 5 Alarm Burrito and Hot Sauce, TacoTime is excited to introduce a new mobile website. The site features a geo-targeted store locator, menus, nutritionals, current promotions and the ability to check gift card balances. The site can be visited from any smart phone.

The 5 Alarm Burrito and the 5 Alarm Hot Sauce hit all TacoTime locations* on January 4, 2012. So stop by your local TacoTime and get ready to turn up the heat on all your favorite menu items.

About TacoTime

TacoTime has been an industry leader in quality quick service Mexican food for 50 years. Ron Fraedrick originally created the fresh, craveable taste of TacoTime in 1960 in Eugene, Ore. With wholesome quality ingredients as the key to TacoTime's business, they have proved to be a success in the food industry for more than five decades. Today, TacoTime has expanded to nearly 400 locations within the U.S. and Canada. For more information about TacoTime, visit the company's Web site at **www.tacotime.com**.

*All limited time offerings are available at participating locations only. This promotion is not available in Western Washington State - see store for details or visit www.tacotimenw.com

###