



## **Press Release**

### **TACO BELL® LAUNCHES FIRST EVER GLOBAL CAMPAIGN ALL WITH THE HELP OF THE MOON**

**Fans can enjoy a free taco on any order on May 4th, 2021**

**Bangkok, Thailand April 29, 2021** – Around the world, the moon is known for some playful influences – from turning men into wolves and women into witches to providing spiritual and emotional guidance. Now, Taco Bell is harnessing lunar powers to celebrate Taco Bell tacos with the world. On May 4, taco-loving fans in Bangkok and across the world may notice that the half moon will resemble the shape of an iconic, craveable taco. Taco Bell, in turn, will celebrate this ‘Taco Moon’ phenomenon by giving fans across the world free tacos on this special day.

Consumers in Thailand can redeem a free Taco Supreme, Taco Bell’s signature taco, with any purchase on May 4 by visiting any stores or ordering delivery from GrabFood (please check conditions before ordering). Customers will enjoy the delicious of Taco Supreme, filled with seasoned chicken, sour cream and hot sauce, real cheddar cheese, diced tomatoes, and crisp lettuce.

“We’re excited to kick-off Taco Bell’s first ever global campaign, using the world’s biggest medium as our storyteller: the moon,” says Mr. Chalermchai Mahagitsiri, President and CEO of TTA and Director of Siam Taco Co., Ltd. “Our hope is that Taco Moon deepens consumers’ love for a menu item like the taco that’s known far and wide around the world. In doing so, they may never not notice the Taco Moon again.”



Taco Moon is the launch pad of Taco Bell's overarching 'I See a Taco' campaign that aims to invite consumers to start to see tacos everywhere. During this Taco Moon moment, craveable Taco Supreme tacos are available for FREE on May 4 in Thailand for one day only. Taco Bell is certain once fans have a Taco Bell taco, they'll start seeing tacos everywhere. Find your nearest Taco Bell restaurant by visiting Facebook @TacoBellTH or look for us on GrabFood.

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#### **About Taco Bell**

Taco Bell Corp., a subsidiary of Yum! Brands, Inc., is a world-famous Mexican-inspired restaurant chain serving customizable tacos, burritos and other specialties with bold flavors, quality ingredients, breakthrough value, and best-in-class customer service to over 42 million customers weekly across the globe. There are currently over 600 Taco Bell restaurants in 30 countries outside the United States, and over 7,000 restaurants across the U.S., with the expansion still continuing in international markets.

#### **For more information please contact:**

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