



FOR IMMEDIATE RELEASE

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THE TACOTIME CRISP MEAT BURRITO NOW OFFERED FOR A SPECIAL PRICE FOR A LIMITED TIME ONLY

SCOTTSDALE, Ariz. – (December 30, 2015) – TacoTime® (www.TacoTime.com) is offering the delicious Crisp Meat Burrito for \$1.99 beginning December 30, for a limited time only, through March 1, 2016.

“Our Crisp Meat Burrito is one of the most popular items on our menu,” said Julie Hoefling, director of marketing for TacoTime. “During the busy holiday season people are often spending a lot of money on gifts and special occasions, so we wanted to ease holiday spending by offering a special value price on a TacoTime favorite.”

The Crisp Meat Burrito recipe was created over 40 years ago and is a brand staple as a signature menu item. Each Crisp Meat Burrito is rolled by hand daily in every TacoTime kitchen. The home-style flour tortilla is rolled with delicious seasoned beef and creamy jalapeno cheese sauce and then cooked to crispy perfection.

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 18 quick-service restaurant brands.

About Kahala Brands™

Headquartered in Scottsdale, Ariz., Kahala Brands™ is one of the fastest growing franchising companies in the world with a portfolio of 18 quick-service restaurant brands including: Cold Stone Creamery®, Pinkberry®, Maui Wowi Hawaiian®, Blimpie®, Planet Smoothie®, Tasti D-Lite, TacoTime®, Samurai Sam's Teriyaki Grill®, The Great Steak™, NrGize Lifestyle Cafe®, Surf City Squeeze®, Johnnie's New York Pizzeria™, Cereality, Kahala Coffee Traders, Frullati Cafe & Bakery™, Rollerz™, Ranch One® and America's Taco Shop®.

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

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