



FOR IMMEDIATE RELEASE

Contact:

Jessica Benedick

TacoTime

480.362.3349

jbenedick@kahalamgmt.com

GET FESTIVE AT TACOTIME WITH \$.69 CRISP TACOS FOR CINCO DE MAYO

The Value-Driven Deal is Available for a Limited-Time-Only

SCOTTSDALE, Ariz. – (May 2, 2016) –TacoTime® (www.tacotime.com) offers Mexican food fans a festive deal for Cinco de Mayo with Crisp Tacos for just \$.69 each, all day on Thursday, May 5, 2016.

Each made-to-order Crisp Taco features a large, homemade corn tortilla shell that's stuffed with seasoned ground beef, shredded cheddar cheese, lettuce, and fresh diced tomatoes.

"Our Crisp Tacos are bigger and better than the rest and on Cinco de Mayo, customers can get their fix at a really great discount," said Julie Hoefling, director of marketing for TacoTime.

TacoTime has been offering a special Cinco de Mayo promotion to Mexican food fans since 2010 and customers can't seem to get enough tacos. Last year, they sold nearly 200,000 of them on Cinco de Mayo and Hoefling says she hopes to beat that record this year.

"We encourage customers to take advantage of the deal and make every crisp taco count towards beating last year's numbers," said Hoefling.

Crisp Tacos are available for \$.69 for one day only, May 5, 2016 at a participating TacoTime location near you!

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 16 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 with approximately 3000 locations in over 34 countries including Cold Stone Creamery® , Blimpie® , TacoTime® , Pinkberry® , Samurai Sam's Teriyaki Grill® , Maui Wowi® , NrGize Lifestyle Cafe™, Surf City Squeeze® , Planet Smoothie® , tasti D-lite™, Johnnie's New York Pizzeria™, Cereality® , Kahala Coffee Traders® , Frullati Café & Bakery™, Rollerz™, Ranch One® , America's Taco Shop® and The Great Steak & Potato Company™.

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

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