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TACOTIME CELEBRATES 50th ANNIVERSARY

New Menu Items and Commemorative Cups Mark the Special Occasion

Scottsdale, Ariz. -- (January. 13 , 2010) – TacoTime (www.tacotime.com) is best known for serving fresh, quality Mexican food that is as delicious as it is affordable. It is because of this dedication to fresh and affordable food that the restaurant concept has enjoyed success over the last five decades. With Jan. 15, 2010 marking TacoTime's 50th Anniversary, it's the perfect time to celebrate the concepts [history](#).

In celebration of this important milestone, restaurants across the country will kick-off the year with [Crisp Burrito Bites](#) for just \$1.99. These mini burrito bites are pint-size versions of the full-sized famed TacoTime Crisp Burritos and will be available for a limited time Jan. 6th through May 11th. Crisp Burrito Bites will be served as six bites per order including two pinto bean, two meat and two chicken bites accompanied by a delicious, new chipotle ranch dipping sauce. Other 50th Anniversary products and value pricing will be unveiled throughout the year, including a new commemorative plastic cup serving the large 42-ounce beverages.

"TacoTime is proud to be celebrating 50 years of business, especially considering the current economic climate," said marketing director Jean Smoke. "This is the perfect opportunity to offer our customers the value and quality they expect from TacoTime while telling the story of our rich history."

In celebration of TacoTime's 50th Anniversary, Bagcraft Papercon, Basic American Foods, Bowles Packaging, ConAgra Foods, Food Services of America, Fresca Mexican Foods, Great Lakes Cheese Company, Heinz North America, National Beef Packing Company, Nicholas & Company, Inc. and Solo Cup Company have all contributed to the brand's marketing efforts. A comprehensive marketing campaign including television commercials sharing TacoTime's heritage will begin airing January 13th in most markets. Many of the TacoTime restaurants will engage in local store marketing efforts and events to support the anniversary message. In

addition components like tray liners and balloons will bring the in-store messaging to life.

TacoTime's history is an inspiring story of perseverance and dedication that today is embraced by the concepts nearly 400 restaurants currently operating domestically and abroad. It all began in the 1950s with Ron Fraedrick, who like many of his peers dreamed of owning and operating a successful hometown business. In 1960 his dream became reality when he opened his first walk-up TacoTime restaurant adjacent to the University of Oregon. Ron spent many evenings working on his secret seasoning and hot sauce recipes to develop the perfect taste profile. He would mix and measure just the right amount of spices into a 55-gallon barrel, rolling it around in the parking lot to thoroughly blend all the flavors, and then portioning the mixture into paper bags. Later, when Ron opened his second restaurant, he purchased an electric cement mixer to provide mixing muscle.

In short order Ron had three local restaurants open which were all successful. The unique taste and success of TacoTime began to attract interest from other entrepreneurs wanting to duplicate Ron's success. In 1962 just two years after the company's initial debut the first TacoTime franchise opened in Tacoma, Wash. In 2003, the TacoTime concept was purchased by Kahala, a multi-unit franchisor based in Scottsdale, Ariz. For a more detailed account of [TacoTime's history](#) visit the brand's newly designed web site at www.tacotime.com.

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**](http://www.tacotime.com).

*Specials and featured menu items available at participating locations only. Not valid in TacoTime stores in Western Washington.

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