

Buckle up for the New Crunchwrap Supreme

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Dashboard Dining Index Ranks New Taco Bell Menu Item As Best Portable Product to Eat On the Go

With the average American spending more than 100 hours commuting to work each year, and with summer travel season in full swing, it's no wonder people are filling up their stomachs at the dashboard instead of the dinner table.(1) U.S. residents are eating in their cars now more than ever. In fact, nearly a third of Americans (30 percent) eat in their cars at least once or twice a week.(2)

In response to America's growing habit of eating on the go, Taco Bell(R) put its new Crunchwrap Supreme(TM) to a "moving road test" against the competition's most car-friendly products. The Dashboard Dining Index Study, conducted this month by Kelton Research, rates the messiness, convenience and portability of "on the go" menu items found at leading quick-service restaurants. Study participants were randomly selected at drive-thrus and then surveyed after eating a specific menu item as a passenger in a moving vehicle.

Overall, the Crunchwrap Supreme led the way among those surveyed as the most "Perfect to Eat-On-The-Go" menu item, with chicken nuggets, hamburgers and sandwich wraps following respectively. The vast majority of car passengers (85 percent) agreed they could eat the Crunchwrap Supreme with only one hand. In fact, this easy-to-hold product also received top marks for its portable design and packaging - a hexagon-shaped tortilla stuffed with classic Taco Bell ingredients, sealed on all sides to avoid spills, and served in a lap-sized box with attached lid.

"With two-thirds of our business coming through the drive-thru and growing, we know our customers are looking for menu items that allow them to enjoy their food without wearing it," said Greg Creed, chief marketing officer, Taco Bell Corp. "The new Crunchwrap Supreme was designed to handle well in the car, as well as other on the go situations, and stay in one piece no matter how bumpy the ride."

While 68 percent of Americans say they eat in their cars to save time, they also have concerns about messiness, trash or spills that come along with eating on the go.(2) According to the Dashboard Dining Index, the majority of consumers did not experience any crumbs or spills in their car when eating the Crunchwrap Supreme, earning it a "one-napkin" rating. Commented one study participant, "It's really excellent for eating on the go. I could hold it in one hand, and nothing spilled on me."

About the Crunchwrap Supreme(TM)

The Dashboard Dining Index reinforces the portability of Taco Bell's new Crunchwrap Supreme(TM), available at participating Taco Bell(R) restaurants nationwide for a limited time through July 31. The menu item offers consumers the classic tastes of Taco Bell, with a crunchy tostada shell, seasoned beef, warm nacho cheese sauce, lettuce, juicy tomatoes and cool sour cream. The product is wrapped in a flour tortilla and grilled to seal in all the flavors for maximum portability. The Crunchwrap Supreme is available for \$1.79 at participating restaurants (price may vary by location).

The Crunchwrap Supreme introduction is supported by 30- and 15-second TV spots and radio ads produced by Foote, Cone & Belding (FCB). The ad describes the Crunchwrap Supreme as "good to go" and compares the product to the most cutting-edge portable gadgets to reinforce its "on the go" attributes.

About the Index

The Taco Bell Dashboard Dining Index was conducted by Kelton Research in the Los Angeles area during June 2005.(3) Random customers were selected to buy a specific item and then were surveyed after eating the product as a passenger in a moving vehicle. Kelton Research analyzed the following portable menu items from each restaurant chain: Chicken Tenders (Burger King(R)), Chicken McNuggets(R) (McDonald's(R)), the Crunchwrap Supreme(TM) (Taco Bell(R)), the Jr. Bacon Cheeseburger (Wendy's(R)), and the Tuna Wrap (SUBWAY(R)). The Dashboard Dining Index rated food on key factors, including messiness, drips or crumbs, number of napkins used and whether the product could be eaten with one hand.

Taco Bell Corp., a subsidiary of Yum! Brands Inc. (NYSE:YUM), is the nation's leading Mexican-style quick-service restaurant chain serving tacos, burritos, signature quesadillas, Border Bowls(R), nachos and other specialty items. Taco Bell serves more than 35 million consumers each week in more than 6,500 restaurants in the U.S. "Think Outside the Bun(TM)" and visit www.tacobell.com.

(1) American Community Survey data, U.S. Census Bureau, March 2005

(2) Taco Bell Portability Survey, June 2005. Conducted by Kelton Research using Random Digit Dialing among 1,000 U.S. residents at least 18 years of age or older.

(3) Taco Bell Dashboard Dining Index, June 2005. Conducted by Kelton Research using 100 random consumers in the Los Angeles area.

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