

## Taco Bueno Introduces New Flame-Grilled Menu Items

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Provides Additional Options for Customers Seeking Fast-Casual-Style Fare

Taco Bueno, the Mexican quick-service restaurant known for its 'Buenohead' followers, has expanded its menu with flavorful, new flame-grilled items including Fajita Tacos, Gourmet Burritos, and Gourmet Bowls. Customers can order these items with either flame-grilled steak or chicken. Accompanying the new entrees are two new low-fat, vegetarian side items - Black Beans and Cilantro Lime Rice. The new products underscore the chain's mantra of Fast Casual Quality at Fast Food Price and Convenience(TM).

Taco Bueno Senior Vice President of Marketing Scott Terraciano-Spence said, 'Taco Bueno is proving its commitment to scratch cooking by adding flame grills to our restaurants. Many other QSR brands advertise grilled products, but all too often the 'grilling' takes place in a faraway factory. At Bueno, the new fajita steak and chicken are cooked over fire all day long at each of our units.'

The company tested the new products in selected Dallas-area restaurants where Taco Bueno is headquartered, as well as in specific Oklahoma stores. Overwhelmingly, customers in those restaurants responded very favorably to the expanded menu, and there was a marked sales increase in the test stores.

Taco Bueno is now phasing the flame grills and the new menu into nearly all of its restaurants throughout the system. The rollout should be complete by the end of September.

In addition to the new grilled menu introduction, from September 21-28, Taco Bueno is participating in the Share Our Strength Great American Dine Out campaign designed to rally the nation's entire restaurant industry and encourage millions of consumers to dine out to end childhood hunger in America. Taco Bueno is one of the only quick service restaurants participating in this year's promotion.

Taco Bueno is a Mexican quick-service restaurant that offers Fast Casual Quality at Fast Food Price and Convenience(TM). Founded in 1967 in Abilene, Texas, Taco Bueno today boasts has nearly 190 locations in Arkansas, Indiana, Kansas, Louisiana, Missouri, Nebraska, New Mexico, Oklahoma, and Texas.

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