



FOR IMMEDIATE RELEASE

MEDIA CONTACT:
Caroline Witherspoon or
Erika Kauffman
(808) 533-4165

NEW TACO BELL MENU ITEM MADE TO EAT ON THE GO
New Crunchwrap Supreme™ Scores High on Portability

HONOLULU (June 27, 2005)—In response to America's growing habit of eating on the go, Taco Bell® has introduced the new Crunchwrap Supreme™, a crunchy tostada shell, seasoned beef, warm nacho cheese sauce, lettuce, tomatoes and sour cream wrapped in a flour tortilla and grilled to seal in all the flavors for maximum portability. That portability was put to the test earlier this month as Kelton Research rated the messiness, convenience and portability of "on the go" menu items found at leading quick-service restaurants.

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. 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.

The Dashboard Dining Index was conducted by Kelton Research in the Los Angeles area during June 2005. Random customers were selected to buy a specific item and then were surveyed after eating the product as a passenger in a moving vehicle. The following portable menu items from each restaurant chain were analyzed: Chicken Tenders (Burger King®), Chicken McNuggets® (McDonald's®), the Crunchwrap Supreme™ (Taco Bell®), the Jr. Bacon Cheeseburger (Wendy's®), and the Tuna Wrap (SUBWAY®). 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.

The Crunchwrap Supreme™ will be available at Taco Bell® Hawaii restaurants for a limited time only. For more information, call (808) 566-3200.