

Bell Business Report

A Bell Communications Network Publication Produced For Taco Bell Franchisees and Licensees

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5/4/10

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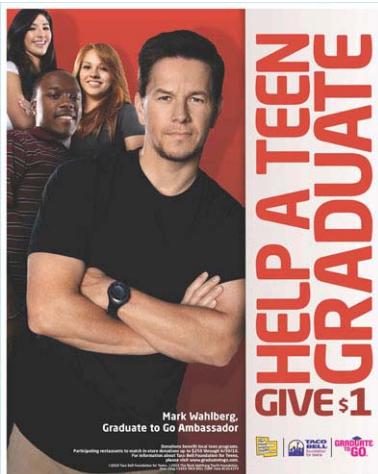
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News for Franchisees and Licensees

Franchisees & Licensees ~

Mark Wahlberg Teams Up with Taco Bell Foundation for Teens



The **Taco Bell Foundation for Teens** is proud to announce **Graduate to Go**—a multi-year, fundraising and awareness campaign to bring attention to America’s high school dropout crisis and help teens graduate to a better life. Money raised through the Graduate to Go campaign will fund **real-world experiences for teens focused on career building, community service and academic excellence.**

As part of this national initiative, the Foundation joined forces with acclaimed actor and producer **Mark Wahlberg**. While Wahlberg may be best known for his blockbuster film roles and the producer of HBO’s hit show *Entourage*, he also has a compelling, personal story that makes him a strong voice for our cause.

From a family of nine kids with limited means who spent his afternoons at a Boys and Girls Club, Wahlberg knows firsthand what a difference caring mentors and hands-on programs make on a youth’s life. As a result, he has committed himself to giving back through the Mark Wahlberg Youth Foundation, which provides funding to inner city youth through camps and mentoring programs across the country.

“Through my foundation, I have witnessed incredible success stories where youth programs play life-saving roles keeping at-risk teens on track,” said Wahlberg. “I’m proud to team up with the Taco Bell Foundation for Teens to help more teens realize their dreams.”

As our Graduate to Go Ambassador, Wahlberg will help promote the Foundation’s national fundraiser through in-restaurant POP (see attached), a national TV spot, radio, online and PR support.

During June 3-June 15, Taco Bell customers will be asked to give \$1 to support the Taco Bell Foundation for Teens. Customers will receive a coupon for a free taco in appreciation of their support. Money raised from the national fundraiser will be used to provide local grants to organizations with a proven track record of empowering teens, like the Mark Wahlberg Youth Foundation and Boys and Girls Clubs.

Franchise and License restaurants received program information in their W5 Training Materials and on Team Taco Bell RGM on 4/20. They will also receive a follow-up communication on the website this week. Stay tuned for more information!

Franchisees & Licensees ~

Have You Checked Out Technology Today?

The Technology Today website has everything you need to know to ensure your organization is ready for the exciting new tools and systems launching this year. Technology Today provides you with program overviews, benefits, system requirements, costs and much more.

Below are the programs you’ll find on the **Technology Today** website:

- How to sign up for **Certified Broadband**
- Restaurant **System Requirements**
- **Security Approver** responsibilities
- How to get **Team Taco Bell RGM**
- **Hiring Zone** details
- How to sign up for **Electronic I-9**
- **Contact** information

You can find the **Technology Today** Link on the home page of **BellNet**....be sure to check it out today!



Franchisees & Licensees ~

Offer Extended for Cleaning Tools Start-up Kit

Good news! Due to great demand, **Scot Young Research** (SYR) is extending their introductory offer for their initial cleaning kits. SYR will provide a start-up kit to every Taco Bell restaurant for \$23.00 plus shipping. Retail price is \$101.00 plus shipping, so **you will save \$78.00 per restaurant**.

Below is more information on the SYR Cleaning Kit. **All orders must be placed by 5/31/10 to receive SYR's one-time introductory rate.**

Why SYR Tools?

- Better cleaning results
- Last longer – less expense in the long run
- Easier to use
- Have a warranty

What Does The Kit Include?

- Mop bucket and Wringer: ergonomic, soil trapping grid, 2-year warranty
- Mop Heads: lasts longer, covers more area, faster to mop
- Angle Brooms: picks up more debris, works on all floors
- Interchangeable Handles: lightweight, more durable, compatible with all heads
- Cleaning Demonstration DVD covering “Clean as you go” and “Closing/Opening” cleaning activities
- Detailed weekly and monthly cleaning activity sheets
- RGM Implementation Guide

Note: DVD, weekly / monthly cleaning sheets and tools support following your current cleaning procedures and the Shift Excellence Board.

For more information, please refer to the following materials posted on *Bell Net* under “Bell Business Report Attachments” and Operations Tools and Forms > Food Safety.

- Starter Kit Order Form—Primesource
- Starter Kit Order Form—UFPC
- Cleaning Tools Order Guide
- Window Cleaning Kit Order Sheet
- Cleaning System Implementation Guide
- Detail Cleaning Checklist
- Your Opinion Counts: Reviews

If you have questions, please contact Rubens Nogueira, Operations at (949) 863-2257.

Franchisees & Licensees ~

Order W6 Non-Priced POP by 5/11

In W6 2010, the **Bacon Club Chalupa** will be back with the irresistible taste of bacon for a recommended price of \$2.19. Taco Bell will also be offering the **Bacon Club Chalupa \$5 Box**, an incredible value that will satisfy hungry customers.

As a reminder, all restaurants will automatically be sent a PRICED merchandising Kit in W6 2010 if you participate in SystemOne or MultiOne. Elements in this kit will be priced at \$5. As always, Franchisees and Licensees are free to price as they wish. Franchisees, including Multibrand franchise KT and TL restaurants, not willing or able to comply with the recommended **W6 Bacon Club Chalupa \$5 Box** pricing can place an order for a Non-Priced POP Kit instead.

Action Required by 5/11

To receive a NON-PRICED version of the W6 '10 Bacon Club Chalupa POP, you MUST order through Archway by Tuesday, 5/11/10. Ordering instructions are attached. These instructions are also located on *Bell Net* under “Bell Business Report Attachments” and “Marketing Tools and Forms.”

Questions?

- POP: Archway (800) Archway
- Marketing: Laura Staves (949) 863-4849
- Operations: Kathy Zamani (949) 863-3691

Franchisees & Licensees ~

Competitor News

Find out what's happening in the QSR industry at-a-glance with the attached Competitive Report (also located on *Bell Net* under “BBR Attachments”). Compiled from various news resources, this week's edition features Jack in the Box's 3 for \$3 “create your own value meal” promotion; Buffalo Wild Wings Late Night Snack Menu; Carl's Jr. and Burger King's negative same store sales; and more.

If you have a change in your e-mail address, please notify us immediately so we can continue to send **Bell Business Report** to you. Call Jennifer Murphy at (949) 863-3982 or via e-mail at Jennifer.Murphy@yum.com.

News for ARLs & RGMs

The information contained in this section has been posted to Team Taco Bell, our RGM website.

Franchise & License Restaurants ~

Restaurant Communications

BCN Communications to RGMs are located on the Team Taco Bell RGM website. You can view RGM Communications on *Bell Net* under the “RGM Communications” section. Below is what’s been posted from April 28—May 3.

- Mark Wahlberg Teams Up with Taco Bell Foundation for Teens
- Help a Teen Graduate: Fundraiser Key Reminders and FAQs
- Limeade Syrup Storage Procedures and Standards Card
- Clarification to Target Weight Sticker

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