



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

## In This Edition:

6/15/10

### For Franchise and License Owners

- Giving Back with Graduate to Go
- Talk to David Conference Call on July 14<sup>th</sup>
- Taco Bell's Bold Request to the Federal Reserve
- Competitor News

### Restaurant Communications

- Storm Response Plan: What You Need to Know
- Tips for a Successful "Graduate to Go" Fundraiser

## News for Franchisees and Licensees

*Participating Franchisees & Licensees ~*

### Giving Back with Graduate to Go

*What you need to know about incentives and remittance process*

On behalf of the Taco Bell Foundation for Teens and Mark Wahlberg, thanks to you and your restaurant teams for participating in the Graduate to Go fundraiser. The money raised will help provide local grants to organizations known for empowering teens, like the Boys & Girls Clubs of America and Mark Wahlberg Youth Foundation. Below is some key information around incentives and the remittance process:

#### Incentives

To reward our top performers, the restaurant and ambassador incentive drawings will begin after 07/30/2010.

- **Ambassador Incentives:**
  - **If restaurants raise \$400-\$600.** Ambassadors are entered into a drawing to win 1 of 100 \$25 Amex Gift Cards
  - **If restaurants raise \$600 or more.** Ambassadors are entered into a drawing to win 1 of 100 \$50 Amex Gift Cards
  - Ambassador of the restaurant that raises the most money wins a \$200 Amex Gift Card.

- **Restaurant Incentives:**
  - **If restaurants raise \$400-\$600.** Restaurants are entered into a drawing for one of five \$500 Cash Rewards.
  - **If restaurants raise \$600 or more.** Restaurants are entered into a drawing for one of ten \$1,000 Cash Rewards.
  - **Restaurant that raises the most money** will win a \$2,000 Cash Reward.

### **Remittance Process**

- Please remit your donation in the self-addressed envelope included in your organization's remittance packet. If you did not receive this packet the first week of June, you may download these forms on *Bell Net* (under "Bell Business Report Attachments" and the "Graduate to Go" sections). Please include your completed remittance coupon.
- If you had a dollar value associated with the \$1 Key, please deduct the amount collected (as set forth under "Premiums" in your Weekly Business Summary Report on TACO) from your Gross Sales before reporting your Gross Sales for royalty or NAFA.
- A Graduation Cap Giving Card tracking log was included in the training materials. This log will assist you in tallying the donations for each of your restaurants. ARLs should work with RGMs to either mail, fax or collect the DONATION LOG during their next weekly meeting.
- Please submit your remittance materials by **07/30/2010**. It's important that we receive your completed remittance form, which should include a list of all your restaurants and how much each restaurant collected. This will assist us with recognizing your top-performing restaurants and ensuring funds are allocated into your communities.

Thank you again for your participation in this year's Graduate to Go Fundraiser. If you have questions, please call the Taco Bell Foundation for Teens at (949) 863-4312.

*Franchisees & Licensees ~*

## **Talk to David Conference Call on July 14th**

### ***Message from Yum! Communications ~***

Save the date for our next "Talk to David" Conference Call. You'll hear David and his Senior Team's perspective on our business and have the opportunity to let them know what's on your mind. Conference Call information is below:

### **Wednesday, July 14th**

10:45-11:45 a.m. Eastern Time

In the U.S. call (800) 374-2342

International callers dial (706) 679-7877

*Franchisees & Licensees ~*

## Taco Bell's Bold Request to the Federal Reserve

**\$2 Meal Deal** continues to make national headlines! Last week we launched a petition via a full-page ad in *USA Today* asking the Federal Reserve to circulate more \$2 bills to celebrate our \$2 Meal Deal. Consumers are being asked to sign the petition on the "\$2 Dollar Meal Deal" tab at [www.facebook.com/tacobell](http://www.facebook.com/tacobell) for a chance to win cool Taco Bell prizes.

"In being the first in the QSR industry to offer our customers 3 items for \$2, we want to rally the nation around the new buying power of \$2," said David Ovens, Chief Marketing Officer. "The petition is not only a celebration of Taco Bell redefining the meaning of value in the industry, but the value of \$2."

*View the attached press release for additional details.*

*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 Burger King's anticipated rib shortage; Chick-Fil-A's new sandwich since 1989; Dunkin Donuts new signature summer beverage; 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](mailto: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 website. You can view RGM Communications on *Bell Net* under the “RGM Communications” section. Below is what’s been posted from June 9—June 15.

- Storm Response Plan: What You Need to Know
- Tips for a Successful “Graduate to Go” Fundraiser

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](mailto:Jennifer.Murphy@yum.com).