



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

## In This Edition:

6/2/10

### For Franchise and License Owners

- Exciting Opportunity to Build Safety & Security Know How
- Ordering WPM Non-Priced Menuboard-Kit "C"
- \$2 Meal Deals Make Headlines
- Taco Bell's Super Hero Team Saves the Day
- Competitor News

### Restaurant Communications

- Graduate to Go Begins Tomorrow!
- Post Your Graduate to Go POP
- W6 Bacon Club Chalupa and Big Box Meals
- W6 Why Pay More! Menuboard Update
- Doritos Case Restrictions

## News for Franchisees and Licensees

*Franchisees & Licensees ~*

### Exciting Opportunity to Build Safety & Security Know How

Learn more about safety and security QSR best practices with other Food Service Professionals. **The 31st Annual National Food Service Security Council (NFSSC) conference is August 1-4 at the Hyatt Regency St. Louis.** This event is a one-stop meeting to keep franchisees and leading companies in the know with current loss prevention and risk management best practices.

If you or someone in your organization is interested in attending, below are links providing additional information about the meeting.

#### Registration Information:

<http://www.nfssconline.org/registration.htm>

#### Event Details:

<http://guest.cvent.com/EVENTS/Info/Agenda.aspx?e=1eefce5e-0c20-452b-b483-6cf31cde7f95>

*Note: This event is not sponsored by Taco Bell or Yum and is not linked to any Taco Bell/Yum activities.*

If you have questions, please contact Jim Forlenza, Executive Director, at [jim.forlenza@nfssconline.org](mailto:jim.forlenza@nfssconline.org) or (240) 252-5542.

## Ordering WPM Non-Priced Menuboard Kit “C”

As previously communicated, there will be three updates to the WPM menu to further protect check and drive sales and profit growth. All restaurants on System One will receive the necessary materials in their W6 POP Kit to make these updates. As always, Franchisees and Licensees are free to price as they wish.

If you are a Franchisee or Licensee who previously ordered Kit “C” (non WPM pricing), your restaurant will automatically receive an updated Kit “C” translite that includes the addition of Doritos. This translite will be included in your W6 POP Shipment. You do not need to place an additional order.

Alaska, Hawaii and Full Menu License restaurants will automatically receive the Non-Priced POP Kit “C” (priced via price stickers) to accommodate their unique locations.

TL and KT locations on Multi-One Autoship will automatically receive Pre-Priced Kit “A” and Non-Priced Kit “C” (priced via price stickers).

If your restaurants are not currently using Kit “C”, but would like to place an order for Kit “C”, you can still place an order prior to W6. Shipping/handling charges apply. **If your order is placed by June 21, you will receive your Kit “C” in time for pre-sell of W6 (June 24<sup>th</sup>).** This order will ship separately from your W6 National POP Kit. Please see below for ordering instructions.

### **Special Ordering Instructions for Kit “C”:**

For restaurants that need the Non-Priced Kit “C” (priced via stickers), please place your order one of the following ways:

- Visit the Archway web site at [www.tacobellpop.com](http://www.tacobellpop.com) (or go to *Bell Net*, under “Partner Sites”). You will need to know your Archway Franchisee/Licensee Code (4 digits) and your Archway password. If you do not know your code or password, please call Archway Customer Service at (800) 440-3333 for assistance.
- Call Archway Customer Service at (800) 440-3333.
- Email [tacohelp@archway.com](mailto:tacohelp@archway.com) where you could provide an excel file or attachment
- Fax your request to Archway at (734) 713-3290

WPM Non-Priced Kit “C” Menuboard (Price Stickers)	
Item Description	Item Number
Interior WPM Translite	<b>TB1014579</b>
Drive-Thru WPM Translite	<b>TB1014580</b>

### **Need help?**

Archway:		(800) 440-3333
Marketing:	Jeff Herz	(949) 863-8477
Multibrand POP:	Jackie Vanderwiel	(949) 863-4913

## \$2 Meal Deals Make Headlines



Our groundbreaking combos are creating buzz nationwide. Recently, *USA Today* wrote about how Taco Bell is setting a new standard for fast food with the \$2 Meal Deals. [Check out the article here.](#)

The “[The Daily Buzz](#)” included the \$2 Meal Deal in a segment that aired on 162 TV stations throughout the country. [View the clip](#), which includes an interview with **David Ovens**. The clip will be available for download through June 7, 2010.

The \$2 Meal Deal will continue promotion through an integrated summer campaign including TV and radio advertising, in-store promotions, social media activity and other public relations initiatives. Thanks for your team's

efforts to make this program a summer hit!

## Taco Bell's Super Hero Team Saves the Day



Taco Bell's resident super heroes are ready for action! The SDIF, or **Super Delicious Ingredient Force**, is an integrated digital and social media campaign that builds brand engagement and supports Taco Bell initiatives and products.

Adventures of the SDIF are captured in webisodes. The goal of each webisode is to convey the value and taste of Taco Bell's menu. The SDIF comes together to fight off anyone who tries to undermine value and taste. In the first webisode, SDIF defends the people of Urbanaopolis from the likes of the Cruddy Combo Clan by introducing the \$2 Meal Deal -- an incredible meal deal providing 3 items for just \$2. [Check out the first webisode on the SDIF website.](#) The SDIF is also featured on the homepage of [TacoBell.com](#).

The SDIF currently highlights 10 of our unique ingredients; additional ingredients will be added in upcoming episodes. Current members of the SDIF include: Captain Enchilada Sauce, Steak Maximus, Crunch Boy, Fantastic Rice, Flex Tortilla, Commander Seasoned Beef, Super Reduced Fat Sour Cream, Incredibean, Chicken Woman and Dr. Steve Value. Each member of the SDIF has a [Facebook page](#), and they can interact in a two-way conversation with their fans and friends.

Drawn by world-famous comic book artist Neal Adams (Superman, Batman, Green Lantern, X-Men), these personalities are expressed with a tone and look custom-made for Taco Bell's millennial consumers. Stay tuned for the latest adventures of the SDIF!

## 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 KFC's first global tagline, "so good"; Chick-fil-A's new Spicy Chicken Sandwich, its largest product rollout in 20 years; Dunkin Donut's free nationwide donut offer for National Donut Day; Subway's new Orchard Chicken Salad Sandwich; 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 RGM website. You can view RGM Communications on *Bell Net* under the “RGM Communications” section. Below is what’s been posted from May 26—June 2.

- Graduate to Go Begins Tomorrow!
- Post Your Graduate to Go POP
- W6 Bacon Club Chalupa and Big Box Meals
- W6 Why Pay More! Menuboard Update
- Doritos Case Restrictions

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).