



Taco Bueno

Taco Charlton Talks National Taco Day Taco Bueno Offers Free Tacos October 4

DALLAS (October 2, 2017) – Taco Charlton knows his tacos and this year's National Taco Day, Taco Bueno is giving everyone a reason to celebrate with free crispy beef tacos all day (one per customer).

TACO CHARLTON FOR NATIONAL TACO DAY [HERE](#)

Sarah Beddoe, CMO of Taco Bueno, said, "We are in high taco season, both on and off the field. It only makes sense to give back to the Bueno customers on the most anticipated holiday of the year."

Tacos aren't to be celebrated on one day only. For gameday, Taco Bueno has created the Wholotta Tailgate box. It has the most dipable Bueno items. Each box includes eight Crispy Beef Party Tacos or eight Chicken or Beef Taquitos, four large bags of chips and five large dips, including queso, refried beans, jalapeno ranch, firehouse salsa and Taco Bueno's signature red salsa.

Last month, Taco Bueno unveiled their wildly popular new \$5 Box. This combination box comes with two options:

- The \$5 Muchaco Box includes one beef muchaco, one party crispy beef taco, one party bean burrito, one small bag of chips and queso, and a small drink.
- The \$5 Combo Burrito Box includes one combo burrito, one party crispy beef taco, one party burrito, small chips and queso, and a small drink.



#

About Taco Bueno Restaurants L.P.

Taco Bueno is committed to creating an authentic Tex-Mex experience. Taco Bueno is passionate about providing better tasting Tex-Mex, prepared daily with fresh, hand-selected ingredients. Founded in 1967 in Abilene, Texas, Taco Bueno operates 184 restaurants in Colorado, Texas, Oklahoma, Arkansas, Kansas, Missouri and Louisiana. The company is privately owned by TPG Growth. Learn more about Taco Bueno by visiting www.tacobueno.com or www.facebook.com/buenoheadquarters.

Contact:

Dana Cobb
TrizCom Public Relations
972-955-9747
dana@trizcom.com

Katie Mudd
TrizCom Public Relations
214-676-4254
katie@trizcom.com