

FOR IMMEDIATE RELEASE

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Taco Bueno Takes Flavor Up a Hatch

Taco Bueno Offers Hatch Chile Chicken Quesadillas and Tacos for a Limited Time

DALLAS, Texas, October 6, 2015 – Taco Bueno® is proud to introduce two, new limited time offers – the Hatch Chile Chicken Quesadilla and Hatch Chile Chicken Taco which starts at just \$1.99.

“We are extremely excited to bring fire-roasted Hatch green chiles to Taco Bueno,” commented Mike Roper, Chief Executive Officer. “We’ve taken two of our classic Tex-Mex favorites – the chicken quesadilla and the grilled chicken taco – then added the unique smoky flavor that only Hatch chiles can offer. We are confident our customers will love them as much as we do.”

The new Hatch chile quesadilla and taco are made with all white meat chicken grilled fresh in our kitchens, a blend of cheddar and pepper jack cheeses, topped with Hatch chiles and then grilled to melted perfection inside in a warm soft flour tortilla. Customers don’t need to be concerned that the chiles will be too spicy. Hatch chiles have a mild to medium flavor on the Scoville heat scale. Harvested from the Hatch Valley in New Mexico, these chiles have a smoky, sweet taste that add mouthwatering flavor.

Taco Bueno recommends pairing the Hatch chile peppers with another pepper, Dr Pepper. Whether regular or diet, Dr Pepper is the perfect complement to the new Hatch Chile Chicken Taco. To prove the point, Taco Bueno is offering a limited time \$5 Meal Deal that includes two Hatch Chile Chicken Tacos and a 20 oz. Dr Pepper.

Special introductory offers on the new Hatch Chile Chicken Quesadilla and Taco are available through social media. Check out the latest on Hatch at www.TacoBueno.com/HatchChiles. Follow us @TacoBueno on Twitter and Instagram, add us on Facebook, and remember @YouDeserveBueno on Snapchat.

About Taco Bueno Restaurants, L.P.:

Taco Bueno is committed to creating an authentic, fresher 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 more than 175 restaurants in Texas, Oklahoma, Colorado, Kansas, Missouri, Arkansas and Louisiana. The company is privately owned by affiliates of Palladium Equity Partners, LLC. Learn more about Taco Bueno by visiting www.tacobueno.com or www.facebook.com/buenoheadquarters.
