



Internal Memo

Date: January 17, 2019
From: Your Chief Fryologist
To: Taco Bell Fryologists
Re: They're back!



Team Fryologists,

Get your fryers ready! I have top secret news that's sure to put a smile on faces across the nation. To celebrate the one-year anniversary of our most successful product launch to date, we are bringing back Nacho Fries to Taco Bell menus.

We've heard our fans loud and clear – they've made waves across social media, demanding that we bring back our famous fries, crisped to perfection with bold Mexican seasoning and served with a side of warm Nacho Cheese sauce. It's time to give back to those passionate fans with the thing they're craving most - Nacho Fries! But that's not all... Before we announce publicly that everyone's favorite fries will be back on menus starting January 24, we have another surprise.

We've all felt that extra-bottom-of-the-bag-fry joy just when you think all the fries are gone. It's up to you, my selected Taco Bell Fryologists in 10 markets across the U.S., to take that feeling to the next level for our guests. Starting this Fryday, January 18 from 10 AM to 2 PM (local time) you'll be officially given license to give out free Nacho Fries, while supplies last, to unsuspecting customers in advance of their nationwide return on the 24th. No strings attached, you just surprise a few lucky guests of your choosing with one of our most requested items to date.

Live Más,

Your Chief Fryologist

P.S. Please remember that this is confidential information and should not, for any reason, be leaked ahead of January 24, when Nacho Fries officially return to menus nationwide, for a limited time.