



Media Contact:
KGBTexas Communications
Kirsten Forkheim
kirstenf@kgbtexas.com
210-683-6510

TACO CABANA® SHOWCASES NEW IMPROVEMENTS & MENU ENHANCEMENTS

TC provides a progress check on its 2018 strategic brand renewal

San Antonio, Texas (JULY 12, 2018) – Taco Cabana has been making significant moves this year, rolling out a series of menu upgrades, event programs and service enhancements to deliver on its promise of high quality, fresh cuisine and an overall better guest experience. The improvements come as a result of TC’s strategic brand renewal, which launched in late 2017.

“Our guests have more dining options than ever before, so listening to their feedback is crucial in earning their loyalty,” explained Chuck Locke, President of Taco Cabana. “We want them to know that we’re listening and striving to create an amazing dining experience for them every time they visit our restaurants.”

As part of its overall renewal, a total of 97 core products have been improved via ingredient and quality upgrades, affecting almost 90 percent of Taco Cabana’s menu. Key enhancements include TC’s shift to USDA Choice Steak and No Antibiotics Ever (NAE) Chicken, as well as the introduction of “Loaded Taco” options across multiple proteins that provide a chef-inspired combination of flavors and ingredients. The latest addition is TC’s new ground beef tacos, which are made in-house and based on the restaurant’s original recipe. Starting this August, guests can enjoy two soft ground-beef tacos for \$3.99.

“This renewal journey has resulted from a combination of factors. Fans who have been loyal to us for years were raising concerns that our food wasn’t hitting the same standard of quality we’ve always been known for,” said Locke. “We’ve also had new management join the company, myself included, who have added their expertise to our processes, cuisine and training. This new perspective has been invaluable in taking TC to the next level.”

Revisiting its roots as the “Original Mexican Patio Cafe,” Taco Cabana has amplified its patio program, rolling out live entertainment, karaoke, game nights and other fun activities for guests. To complement the patio experience, TC has also ramped up its alcoholic beverage selection by adding Frozen Raspberry Vodka Lemonade made with Tito’s Handmade Vodka, and rotating seasonal Margarita flavors made with 100% Agave Lunazul Tequila. Additional alcoholic drink specials are planned for the remainder of the year.

To improve its guest service and efficiency, Taco Cabana will be testing in-restaurant self-order kiosks this Fall and has also completed the system-wide launch of its new digital menu boards. In addition, TC has been steadily introducing new cooking platforms across its locations, such as Combi Ovens, to improve product taste and consistency.

TC is also embracing new forms of digital communication, with the launch of its MyTC! Loyalty program this Fall, which will provide exclusive offers, news and rewards to its members. Guests can join by visiting tacocabana.com/mytc.

“If you grew up loving Taco Cabana, but haven’t visited us in a while, we hope you come see what we’ve been up to. And if you’ve never tried us at all, we ask that you give us a shot! We’ve done a lot to make our recipes and overall brand experience better than ever,” says Locke.

Taco Cabana continues to expand its footprint across Texas, adding seven (7) new locations this year in San Antonio, Katy, Hurst, Terrell and Baytown. Additional locations are also planned for 2019. Along with this growth plan, TC has dedicated specific resources to improving the environment and overall appearance of its restaurants – inside and out. The restaurant chain will also be celebrating its 40th Anniversary on September 21, 2018, with a series of events and specials planned for the entire month.

About Taco Cabana

Taco Cabana, a subsidiary of Fiesta Restaurant Group, Inc. (NASDAQ: FRGI), was founded in 1978 and is celebrating its 40th Anniversary in 2018. The brand specializes in Mexican-inspired food including fajitas, quesadillas, flautas, enchiladas, burritos, tacos, flour tortillas and a selection of made-from-scratch salsas and sauces. Restaurants feature open-display cooking, a selection of beer and tequila margaritas, patio dining and drive-thru windows. As of Jan. 1, 2018, Taco Cabana operates nearly 170 company-owned and franchised restaurants in Texas and New Mexico. For more info, visit www.tacocabana.com.

About Fiesta Restaurant Group, Inc.

Fiesta Restaurant Group, Inc., owns, operates and franchises Pollo Tropical and Taco Cabana[®] restaurant brands. The brands specialize in the operation of fast casual/quick service restaurants that offer distinct and unique flavors with broad appeal at a compelling value. The brands feature fresh-made cooking, drive-thru service and catering. For more information about Fiesta Restaurant Group, Inc., visit www.frgi.com.

###