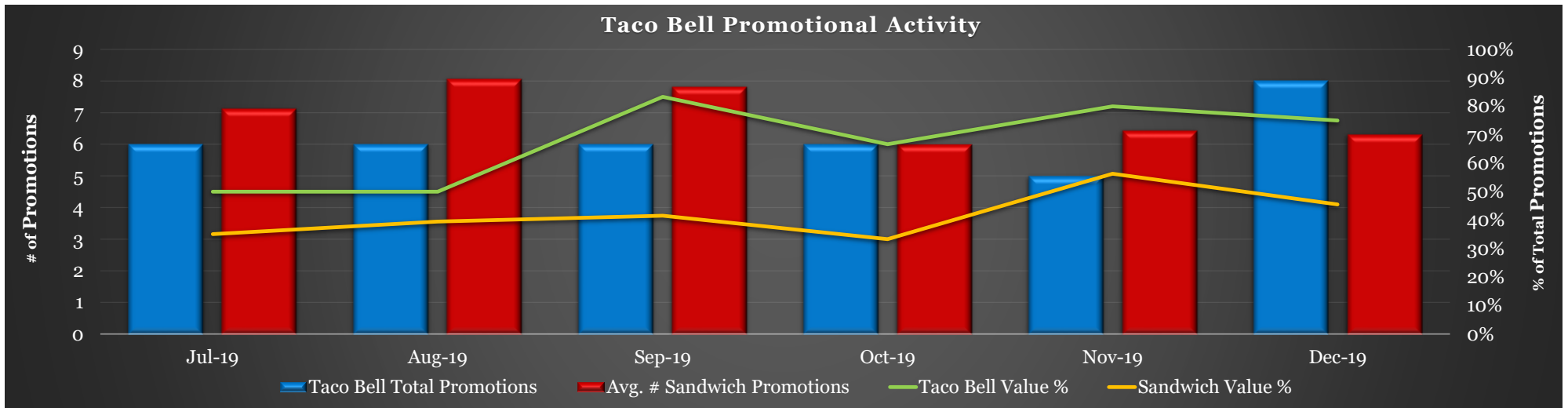


Taco Bell

| Jul-19 | Aug-19 | Sep-19 | Oct-19 | Nov-19 | Dec-19 |
|---|---|---|--|--|---|
| Party Pack (15% off a Party Pack w/online or app order - through 8/31) | Party Pack (15% off a Party Pack w/online or app order - through 12/31) | Party Pack (15% off a Party Pack w/online or app order - through 12/31) TV | Party Packs (Free 1st Delivery \$12+ Grubhub) TV | \$5 Double Chalupa Box (Double Chalupa, Hard Taco, Cinnamon Twists & Drink) TV | Rolled Chicken Tacos TV |
| \$5 Chalupa Cravings Box (Chalupa Supreme, Crunchy Taco, Beefy 5-Layer Burrito, Cinnamon Twists & med. drink) TV | \$5 Triple Double Crunchwrap Box (Triple Double Crunchwrap, Crunchy Taco, Cinnamon Twists & med. drink) TV | Free Bean Burrito (Spend \$5 or more online or on the app through 10/17) | \$5 Grande Nachos Box TV | Rolled Chicken Tacos TV | Free Party Pack Delivery (1st \$12+ GrubHub order) TV |
| \$5 Nacho Fries Box (Nacho Fries, Doritos Locos Taco, Beefy 5-Layer Burrito & med. drink) TV | Cherry Sunset Freeze New | \$5 Toasted Cheddar Chalupa Box (Toasted Cheddar Chalupa, 2 tacos & drink) New TV | \$5 Double Chalupa Box TV | Free Party Pack Delivery (1st \$12+ Rolled Chicken or Taco Party Pack GrubHub order) TV | \$1 Double Stacked Tacos (Nacho Crunch Double Stacked Taco; Chipotle Cheddar Double Stacked Taco; Reaper Ranch Double Stacked Taco) |
| Nacho Fries TV | \$5 Chalupa Cravings Box (Chalupa Supreme, Crunchy Taco, Beefy 5-Layer Burrito, Cinnamon Twists & med. drink) TV | Cherry Sunset Freeze | Steal a Base, Steal a Taco (Free Doritos Locos Taco 10/30 2-6pm) TV | \$5 Bonus e-Gift Card w/\$15 gift card purchase | \$7 Deluxe Box (Chalupa Supreme; Beefy 5-Layer Burrito; Nacho Cheese Doritos Locos Tacos; Chips and Nacho Sauce; Medium Fountain Drink) |
| Nacho Fries Bellgrande | Breakfast Crunchwrap TV | \$5 Grande Nachos Box TV | Baja Blast Birthday Freeze New | | Electric Blue Raspberry Freeze New |
| Steak Reaper Ranch Fries Burrito New TV | Steak Reaper Ranch Fries Burrito TV | Free Grubhub delivery w/1st \$12+ order | Sour Strawberry Skittles Freeze New | | Buy \$25 in gift cards and get one free combo |



RR Promotion Tracker Tool

- Tracks monthly promotions for 50+ chains
- Highlights new products & which promotions are on TV
- % of promotions that represent value vs segment
- Average promotional price points
- Useful for competitive benchmarking & sales forecasting