



LIVE MÁS

2015 COMPANY FACT SHEET



NATION'S LEADING MEXICAN-INSPIRED QUICK SERVICE RESTAURANT BRAND



Over
6,500
RESTAURANTS
in the
UNITED STATES



On average, a new
TACO BELL RESTAURANT
WILL EMPLOY ABOUT
30 PEOPLE



Taco Bell and its Franchisees
expect to hire
1.5 MILLION
NEW EMPLOYEES
OVER THE NEXT 10 YEARS

*(Based on the average number of hires
for new restaurants and estimated
growth in existing restaurants)*



85% of restaurants
are run by **LOCAL**
FRANCHISEES and
OPERATORS



Taco Bell provides a clear path of
career growth with **INCREASING**
PAY, BENEFITS, ADVANCEMENT,
and **EDUCATION ASSISTANCE**



Nearly 30% of
company restaurant
TEAM MEMBERS
are **TEENS**



As a result of our 2014
GREEN RESTAURANT
INITIATIVE,
we expect an
ENERGY REDUCTION
OF OVER 35%
for most company restaurants



IN 2015
Taco Bell is committed
to removing all artificial
colors and flavors from
core ingredients for more
CHOICE, TRANSPARENCY
and **SIMPLIFIED**
INGREDIENTS



On average, a new
Taco Bell will generate
\$140,000-\$150,000
in annual tax revenue for a
LOCAL COMMUNITY



We've invested
\$75 MILLION
in teen and team member
EDUCATION RESOURCES,
TRAINING, and
SCHOLARSHIPS

WAYS WE FEED PEOPLE'S LIVES WITH MÁS

FOOD TRANSPARENCY AND CHOICE

- **Online nutrition calculator** and easy-to-understand nutrition statements to help customers make informed choices.
- By 2007 our U.S. restaurants **switched to using cooking oils with zero grams of trans fat**. Almost all items are trans-fat-free, with just a handful containing 1 gram or less.
- **Reduced sodium on average by 15%** across our menu since 2008.
- **Committed to removing artificial colors and flavors from core ingredients** by end of 2015.
- By end of 2017, plan to **remove all artificial preservatives and additives** where possible.

TEAM MEMBER AND TEEN EDUCATION

- At Taco Bell, we change lives by preparing and educating our team members for real life. We are determined to build the communities we serve by **making a positive impact through education, workforce development and building 21st century leaders**.
- **This benefits teens** we serve through our Foundation as well as programs specifically developed for our team members, starting with graduating high school.
- Current Education Programs
 - o **GRADUATE HIGH SCHOOL**
 - » In 2013 Taco Bell joined forces with Career Online High School, an AdvancED/SACS-accredited program that enables our team members to **earn their high school diplomas while gaining real-world career skills**.
 - » This anytime-anywhere online learning platform provides **more extensive and interactive learning than a GED** and takes approximately 6 months to complete.
 - » We have a national contract with GED Testing Service to **provide access to GED prep and testing**. Scholarships provided via the Taco Bell Foundation.
 - o **GRADUATE COLLEGE**
 - » Launched with Excelsior College in 2013; **first program of its kind in QSR**.
 - » Managers enrolled in the program **automatically receive 48 credit hours for their management training** so they're 40% of the way towards a bachelor's degree (120 credit hours) at no cost to them.

- » **40% discount** for all other Taco Bell employees and employees of Taco Bell franchisees, including their families.
- » Team Members **receive school credit** for training they take at Taco Bell.
- » Ability to get an **Associates, Bachelors, or Masters** degree.
- » On the company-side, **we pay tuition reimbursement** for assistant managers and above.

o TACO BELL FOUNDATION (GRADUATE FOR MÁS)

- » Since 1992 the Taco Bell Foundation has **raised, distributed and committed \$75MM in scholarships** to teen and education-focused organizations committed to helping people achieve their full potential, starting with graduating high school.
- » In 2014 **we committed to over \$30 million** in support to the Boys and Girls Club of America for teen education, programming, and initiatives.
- » **Reached more than 2 million teens** providing educational tools, resources, job training and scholarships.
- » Beginning in 2016, EVERY Taco Bell teen team member who commits to graduate from high school (<https://getschooled.com/graduate-for-Mas>), completes the G4M program and receives their high school diploma will have **access to scholarships** to pursue college or vocational training.
- » **Our 2020 vision** is to have 1 million teens per year engaged and on track, **graduating at a 90% rate**.

o GLEN BELL SCHOLARSHIP PROGRAM

- » The program **awards \$120,000 in educational scholarships** every year—across restaurants to team members and their families.

ENVIRONMENT/SUSTAINABILITY

- Exploring ways to **reduce Taco Bell's environmental footprint** has been a main focus of the brand since 2009.
- In 2012, Taco Bell developed a building design that could **save an average 17% energy reduction** in restaurants with this design.
- In 2014, Taco Bell developed the **2014 Green Restaurant Initiative**, another building design with newer technology that increased the average 17% energy reduction target to over 35%.
- As a result of this 2014 Green Restaurant Initiative, we expect to achieve an **energy reduction** of over 35% for most company restaurants using this technology.
- Additionally, Taco Bell is **retrofitting 900 existing restaurants** to reduce both energy and water use.