

Say "Fresco"

...to replace cheese and sauce[†]
with Fiesta Salsa for lower fat.*

15 ITEMS
Under
10g
of fat



Of course, you can always get in touch with us at
www.TACOBELL.com, too. Or if you want, give us a call at

1-800-TACO-BELL (822-6235).

For the tastes you love with 25% less fat,* order your favorites "Fresco"!

Looking for products that are better for you? Just order anything on our menu "Fresco Style." When you voice that choice, we'll know to swap in our freshly-prepared Fiesta Salsa—a zesty mix of diced tomatoes, onions and cilantro—for any sauce or cheese.

Fiesta Salsa packs in lots of flavor, but adds only five calories per serving and no fat. So, when you choose to order "Fresco Style," many of your TACO BELL® favorites just got better for you, with 15 items under 10 grams of fat.

Plus, we're always happy to tailor any of our products for you, whatever the reason. The truth is, most of our customers have been personalizing their orders—their way—for more than 40 years.

Great tasting food is what we're all about. That's why we put so much emphasis on quality. At "The Bell®," you'll find only the finest ingredients, USDA-select Carne Asada steak, grilled, marinated all-white-meat chicken[‡] and 100% real cheeses.

* "Fresco Style" reduces fat by 25% for most menu items compared to the original menu item.

† Excludes red sauce and pizza sauce.

‡ All-white-meat Chicken available in U.S. only. Nutritional values will vary accordingly.

Claims in this brochure apply only to TACO BELL® products and may not apply to other products sold in the same location.

Where the chips and the Fiesta Salsa are freshly-prepared, on-site daily. Where crisp lettuce and juicy tomatoes are always fresh, and seasoned ground beef is never frozen.

The fact is, all of our food orders—*your order*—are made-to-order. You won't see microwaves or pre-made tacos at The Bell®. Never. Not once.

You've always been able to taste the TACO BELL® difference—our unique combination of tastes and textures. And millions of you agree with us each day.

So, it's your choice. Whether you order it your own personal way, or now order it "Fresco Style," you know you're getting real food, that's really good. That's what you get when you "Think Outside The Bun.™"

If you want to see more lower-fat alternatives and a full nutritional breakdown, check out our interactive substitution calculator online at www.TACOBELL.com.

Here are just a few examples of making your TACO BELL® favorites "Fresco Style"
(See complete list of 15 "Fresco Style" items under 10 grams of fat inside brochure.)

| Item | Items made "Fresco Style" | | Original Items | |
|----------------------------|---------------------------|----------|----------------|----------|
| | Grams of Fat | Calories | Grams of Fat | Calories |
| Beef Crunchy Taco | 7 | 150 | 10 | 170 |
| Ranchero Chicken Soft Taco | 4.5 | 170 | 15 | 270 |
| Grilled Steak Taco | 5 | 170 | 17 | 280 |
| Baja Beef Gordita | 9 | 250 | 19 | 350 |
| Bean Burrito | 8 | 350 | 10 | 370 |
| Chicken Fiesta Burrito | 9 | 350 | 12 | 370 |



15 "Fresco Style" Items Under 10 Grams of Fat

| | Serving Size (gms) | Calories | Calories from Fat | Total Fat (gms) | % Daily Value ** | Saturated Fat (gms) | % Daily Value ** | Cholesterol (mgs) | % Daily Value ** | Sodium (mgs) | % Daily Value ** | Carbohydrates (gms) | % Daily Value ** | Dietary Fiber (gms) | % Daily Value ** | Sugars (gms) | Protein (gms) | % DAILY VALUE | | | | |
|----------------------------|--------------------|----------|-------------------|-----------------|------------------|---------------------|------------------|-------------------|------------------|--------------|------------------|---------------------|------------------|---------------------|------------------|--------------|---------------|---------------|-----------|---------|------|--|
| | | | | | | | | | | | | | | | | | | Vitamin A | Vitamin C | Calcium | Iron | Fresco Style meets 25% reduction in fat* |
| Crunchy Taco | 92 | 150 | 70 | 7 | 11 | 2.5 | 13 | 20 | 7 | 360 | 15 | 14 | 5 | 3 | 12 | 2 | 7 | 6 | 6 | 2 | 6 | |
| Soft Taco - Beef | 113 | 190 | 70 | 8 | 12 | 3 | 15 | 20 | 7 | 630 | 26 | 22 | 7 | 3 | 12 | 3 | 9 | 6 | 6 | 8 | 8 | |
| Ranchero Chicken Soft Taco | 125 | 170 | 40 | 4.5 | 7 | 1 | 5 | 20 | 7 | 700 | 29 | 22 | 7 | 2 | 8 | 3 | 12 | 10 | 8 | 8 | 6 | |
| Grilled Steak Soft Taco | 128 | 170 | 45 | 5 | 8 | 1.5 | 8 | 15 | 5 | 560 | 23 | 21 | 7 | 2 | 8 | 3 | 11 | 4 | 10 | 8 | 8 | |
| Gordia Baja® - Beef | 153 | 250 | 90 | 9 | 14 | 3 | 15 | 20 | 7 | 640 | 27 | 30 | 10 | 4 | 16 | 7 | 12 | 10 | 10 | 8 | 15 | |
| Gordia Baja® - Chicken | 153 | 230 | 50 | 6 | 9 | 1 | 5 | 25 | 8 | 570 | 24 | 29 | 10 | 2 | 8 | 7 | 15 | 6 | 10 | 6 | 10 | |
| Gordia Baja® - Steak | 153 | 230 | 60 | 7 | 11 | 1.5 | 8 | 15 | 5 | 570 | 24 | 29 | 10 | 3 | 12 | 7 | 13 | 6 | 8 | 6 | 10 | |
| Bean Burrito | 213 | 360 | 70 | 8 | 12 | 2 | 10 | 0 | 0 | 1220 | 51 | 56 | 19 | 9 | 36 | 4 | 13 | 10 | 10 | 15 | 15 | |
| Burrito Supreme® - Chicken | 241 | 350 | 70 | 8 | 12 | 2 | 10 | 25 | 8 | 1270 | 53 | 50 | 17 | 6 | 24 | 5 | 19 | 10 | 15 | 15 | 15 | |
| Burrito Supreme® - Steak | 241 | 350 | 80 | 9 | 14 | 2.5 | 13 | 15 | 5 | 1260 | 53 | 50 | 17 | 6 | 24 | 5 | 17 | 10 | 15 | 15 | 15 | |
| Fresca Burrito - Chicken | 198 | 350 | 80 | 9 | 14 | 2 | 10 | 25 | 8 | 1100 | 46 | 49 | 16 | 4 | 16 | 4 | 16 | 10 | 10 | 15 | 15 | |
| Tostada | 177 | 200 | 50 | 6 | 9 | 1 | 5 | 0 | 0 | 670 | 28 | 30 | 10 | 8 | 32 | 2 | 8 | 10 | 10 | 6 | 8 | |
| Enchirito® - Beef | 206 | 270 | 80 | 9 | 14 | 3 | 15 | 20 | 7 | 1300 | 54 | 35 | 12 | 7 | 28 | 3 | 13 | 20 | 15 | 10 | 10 | |
| Enchirito® - Chicken | 206 | 250 | 50 | 5 | 8 | 1.5 | 8 | 25 | 8 | 1230 | 51 | 34 | 11 | 5 | 20 | 3 | 16 | 20 | 15 | 10 | 10 | |
| Enchirito® - Steak | 206 | 250 | 60 | 7 | 11 | 2 | 10 | 15 | 5 | 1220 | 51 | 34 | 11 | 6 | 24 | 3 | 14 | 20 | 15 | 10 | 10 | |

Nutrition Guide Original Items

(Note: Any item with cheese and/or sauce can be made "Fresco Style")

BIG BELL VALUE MENU™

| | | | | | | | | | | | | | | | | | | | | | |
|---|-----|-----|-----|----|----|---|----|----|----|------|----|----|----|----|----|---|----|----|----|----|----|
| Grande Soft Taco | 206 | 450 | 190 | 21 | 32 | 8 | 40 | 45 | 15 | 1400 | 56 | 44 | 15 | 5 | 20 | 5 | 20 | 10 | 8 | 20 | 15 |
| DOUBLE DECKER™ Taco | 156 | 340 | 120 | 14 | 22 | 5 | 25 | 25 | 8 | 800 | 33 | 39 | 13 | 6 | 24 | 3 | 15 | 6 | 4 | 15 | 10 |
| 1/2 lb [†] Bean Burrito Especial | 289 | 600 | 190 | 21 | 32 | 5 | 25 | 25 | 8 | 1760 | 73 | 82 | 27 | 12 | 48 | 6 | 21 | 10 | 8 | 30 | 20 |
| 1/2 lb [†] Beef Combo Burrito | 241 | 470 | 170 | 19 | 29 | 7 | 35 | 45 | 15 | 1610 | 67 | 52 | 17 | 8 | 32 | 5 | 22 | 15 | 10 | 20 | 20 |
| 1/2 lb [†] Beef & Potato Burrito | 252 | 530 | 220 | 24 | 37 | 9 | 45 | 40 | 13 | 1670 | 70 | 65 | 22 | 6 | 24 | 5 | 15 | 15 | 10 | 20 | 20 |
| Cheesy Fiesta Potatoes | 138 | 280 | 160 | 28 | 28 | 6 | 30 | 20 | 7 | 800 | 33 | 27 | 9 | 2 | 8 | 2 | 4 | 6 | 0 | 6 | 6 |
| Caramel Apple Empanada | 85 | 290 | 130 | 15 | 23 | 4 | 20 | <5 | 2 | 290 | 12 | 12 | 37 | 12 | 1 | 4 | 14 | 3 | 0 | 10 | 6 |

TACOS

| | | | | | | | | | | | | | | | | | | | | | |
|------------------------------|-----|-----|-----|----|----|-----|----|----|----|-----|----|----|----|---|----|---|----|----|---|----|----|
| Crunchy Taco | 78 | 170 | 90 | 10 | 15 | 4 | 20 | 25 | 8 | 350 | 15 | 13 | 5 | 3 | 12 | 1 | 8 | 6 | 4 | 6 | 8 |
| Taco Supreme® | 113 | 220 | 120 | 14 | 22 | 7 | 35 | 40 | 13 | 360 | 15 | 14 | 5 | 3 | 12 | 2 | 9 | 10 | 8 | 8 | 6 |
| Soft Taco - Beef | 99 | 210 | 90 | 10 | 15 | 4.5 | 22 | 25 | 8 | 620 | 26 | 21 | 7 | 2 | 8 | 2 | 10 | 6 | 4 | 10 | 10 |
| Ranchero Chicken Soft Taco | 135 | 270 | 130 | 15 | 23 | 4 | 20 | 35 | 12 | 790 | 33 | 23 | 7 | 2 | 8 | 3 | 13 | 10 | 8 | 15 | 8 |
| Soft Taco Supreme® - Beef | 134 | 260 | 130 | 14 | 22 | 7 | 35 | 40 | 13 | 630 | 26 | 22 | 7 | 3 | 12 | 3 | 11 | 10 | 8 | 15 | 10 |
| Soft Taco Supreme® - Chicken | 134 | 230 | 90 | 10 | 15 | 5 | 25 | 45 | 15 | 570 | 24 | 21 | 7 | 1 | 4 | 3 | 15 | 8 | 8 | 15 | 6 |
| Grilled Steak Soft Taco | 127 | 280 | 150 | 17 | 26 | 4.5 | 22 | 30 | 10 | 650 | 27 | 21 | 7 | 1 | 4 | 4 | 3 | 12 | 4 | 6 | 10 |
| DOUBLE DECKER™ Taco Supreme® | 191 | 380 | 160 | 18 | 28 | 8 | 40 | 40 | 13 | 820 | 34 | 40 | 13 | 6 | 24 | 4 | 15 | 10 | 8 | 15 | 15 |

GORDITAS

| | | | | | | | | | | | | | | | | | | | | | |
|-------------------------------|-----|-----|-----|----|----|-----|----|----|----|-----|----|----|----|---|----|---|----|----|----|----|----|
| Gordia Supreme® - Beef | 153 | 310 | 140 | 16 | 25 | 7 | 35 | 35 | 12 | 590 | 25 | 30 | 10 | 3 | 12 | 7 | 14 | 10 | 8 | 15 | 15 |
| Gordia Supreme® - Chicken | 153 | 290 | 110 | 12 | 18 | 5 | 25 | 45 | 15 | 530 | 22 | 28 | 9 | 2 | 8 | 7 | 17 | 6 | 8 | 10 | 10 |
| Gordia Supreme® - Steak | 153 | 290 | 120 | 13 | 20 | 6 | 30 | 35 | 12 | 520 | 22 | 28 | 9 | 2 | 8 | 7 | 16 | 6 | 8 | 10 | 15 |
| Gordia Baja® - Beef | 153 | 350 | 170 | 19 | 29 | 5 | 25 | 30 | 10 | 750 | 31 | 31 | 10 | 4 | 16 | 7 | 14 | 8 | 8 | 15 | 15 |
| Gordia Baja® - Chicken | 153 | 320 | 140 | 15 | 23 | 3.5 | 18 | 40 | 13 | 690 | 29 | 29 | 10 | 2 | 8 | 7 | 17 | 6 | 6 | 10 | 10 |
| Gordia Baja® - Steak | 153 | 320 | 150 | 16 | 25 | 4 | 20 | 30 | 10 | 680 | 28 | 29 | 10 | 2 | 8 | 7 | 15 | 6 | 6 | 10 | 10 |
| Gordia Nacho Cheese - Beef | 153 | 380 | 120 | 13 | 20 | 4 | 20 | 20 | 7 | 740 | 31 | 32 | 11 | 3 | 12 | 7 | 13 | 6 | 10 | 10 | 15 |
| Gordia Nacho Cheese - Chicken | 153 | 270 | 90 | 10 | 15 | 2.5 | 13 | 25 | 8 | 670 | 28 | 30 | 10 | 2 | 8 | 7 | 16 | 2 | 8 | 8 | 10 |
| Gordia Nacho Cheese - Steak | 153 | 270 | 100 | 11 | 17 | 3 | 15 | 25 | 7 | 660 | 28 | 30 | 10 | 2 | 8 | 7 | 14 | 14 | 2 | 6 | 8 |

CHALUPAS

| | | | | | | | | | | | | | | | | | | | | | |
|--------------------------------|-----|-----|-----|----|----|----|----|----|----|------|----|----|----|---|----|---|----|----|----|----|----|
| Chalupa Supreme - Beef | 153 | 390 | 220 | 24 | 37 | 10 | 50 | 40 | 13 | 600 | 25 | 31 | 10 | 3 | 12 | 5 | 14 | 10 | 8 | 15 | 10 |
| Chalupa Supreme - Chicken | 153 | 370 | 180 | 20 | 31 | 8 | 40 | 45 | 15 | 530 | 22 | 30 | 10 | 1 | 4 | 4 | 17 | 6 | 8 | 10 | 6 |
| Chalupa Supreme - Steak | 153 | 390 | 190 | 21 | 32 | 8 | 40 | 45 | 15 | 1080 | 45 | 46 | 13 | 3 | 12 | 3 | 16 | 15 | 0 | 30 | 10 |
| Chalupa Baja - Beef | 153 | 430 | 250 | 27 | 42 | 8 | 40 | 40 | 10 | 750 | 31 | 32 | 11 | 3 | 12 | 4 | 14 | 8 | 8 | 15 | 8 |
| Chalupa Baja - Chicken | 153 | 400 | 210 | 24 | 37 | 6 | 30 | 40 | 13 | 690 | 29 | 30 | 10 | 2 | 8 | 4 | 17 | 6 | 6 | 10 | 6 |
| Chalupa Baja - Steak | 153 | 400 | 220 | 25 | 38 | 7 | 35 | 30 | 10 | 680 | 28 | 30 | 10 | 2 | 8 | 4 | 15 | 6 | 6 | 10 | 8 |
| Chalupa Nacho Cheese - Beef | 153 | 380 | 200 | 22 | 34 | 7 | 35 | 20 | 7 | 740 | 31 | 33 | 11 | 3 | 12 | 5 | 12 | 6 | 10 | 10 | 8 |
| Chalupa Nacho Cheese - Chicken | 153 | 350 | 160 | 18 | 28 | 5 | 25 | 25 | 8 | 670 | 28 | 31 | 10 | 1 | 4 | 4 | 16 | 2 | 8 | 8 | 6 |
| Chalupa Nacho Cheese - Steak | 153 | 350 | 170 | 19 | 29 | 5 | 25 | 20 | 7 | 670 | 28 | 31 | 10 | 2 | 8 | 4 | 14 | 14 | 2 | 6 | 8 |

BURRITOS

| | | | | | | | | | | | | | | | | | | | | | |
|---------------------------------|-----|-----|-----|----|----|-----|----|----|----|------|----|----|----|----|----|---|----|----|----|----|----|
| Bean Burrito | 198 | 370 | 90 | 10 | 15 | 3.5 | 18 | 10 | 3 | 1200 | 50 | 55 | 18 | 8 | 32 | 4 | 14 | 10 | 8 | 20 | 15 |
| 7-Layer Burrito | 283 | 530 | 160 | 18 | 28 | 9 | 45 | 40 | 13 | 1080 | 56 | 66 | 22 | 10 | 40 | 6 | 18 | 15 | 8 | 30 | 10 |
| Chili Cheese Burrito | 156 | 390 | 160 | 18 | 28 | 9 | 45 | 45 | 15 | 1430 | 60 | 35 | 12 | 6 | 24 | 3 | 19 | 25 | 15 | 30 | 15 |
| Burrito Supreme® - Beef | 248 | 440 | 160 | 18 | 28 | 8 | 40 | 40 | 10 | 520 | 55 | 51 | 17 | 7 | 28 | 6 | 18 | 20 | 15 | 20 | 15 |
| Burrito Supreme® - Chicken | 248 | 410 | 130 | 14 | 22 | 6 | 30 | 45 | 15 | 1270 | 53 | 50 | 17 | 5 | 20 | 5 | 21 | 15 | 15 | 20 | 15 |
| Burrito Supreme® - Steak | 248 | 420 | 140 | 16 | 25 | 7 | 35 | 35 | 12 | 1260 | 53 | 50 | 17 | 6 | 24 | 5 | 19 | 15 | 15 | 20 | 15 |
| Fresca Burrito - Beef | 184 | 390 | 140 | 15 | 23 | 5 | 25 | 25 | 8 | 1150 | 48 | 50 | 17 | 5 | 20 | 4 | 14 | 10 | 8 | 20 | 15 |
| Fresca Burrito - Chicken | 184 | 370 | 100 | 12 | 18 | 3.5 | 18 | 30 | 10 | 1090 | 45 | 48 | 16 | 3 | 12 | 4 | 18 | 10 | 6 | 20 | 15 |
| Fresca Burrito - Steak | 184 | 370 | 110 | 13 | 20 | 4 | 20 | 25 | 8 | 1080 | 45 | 48 | 16 | 4 | 16 | 4 | 16 | 10 | 6 | 20 | 15 |
| Grilled Stuft Burrito - Beef | 325 | 730 | 300 | 33 | 51 | 11 | 55 | 55 | 18 | 2080 | 87 | 79 | 26 | 10 | 40 | 7 | 28 | 20 | 10 | 35 | 25 |
| Grilled Stuft Burrito - Chicken | 325 | 680 | 230 | 26 | 40 | 7 | 35 | 70 | 23 | 1950 | 81 | 76 | 25 | 7 | 28 | 6 | 35 | 10 | 10 | 30 | 20 |
| Grilled Stuft Burrito - Steak | 325 | 680 | 250 | 28 | 43 | 8 | 40 | 55 | 18 | 1940 | 81 | 76 | 25 | 8 | 32 | 6 | 31 | 10 | 10 | 30 | 25 |

SPECIALTIES

| | | | | | | | | | | | | | | | | | | | |
|---------|-----|-----|----|----|----|---|----|----|---|-----|----|----|----|---|----|---|----|----|---|
| Tostada | 170 | 250 | 90 | 10 | 15 | 4 | 20 | 15 | 5 | 710 | 30 | 29 | 10 | 7 | 28 | 2 | 11 | 10 | 8 |
|---------|-----|-----|----|----|----|---|----|----|---|-----|----|----|----|---|----|---|----|----|---|