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MEDIA ALERT

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MELBURNIANS REJOICE: TACO BELL CONFIRMS ARRIVAL IN NATION'S FOOD CAPITAL

The ringing of trams won't be the only Bell heard in Melbourne this summer, as after much speculation, the world's largest Mexican-inspired mega-chain has confirmed it's set to hit the city's inner east.

Later this year, Melburnians will be able to trade their go-to smashed avo for Taco Bell's famous craveable menu favourites including the Crunchwrap Supreme™ and Cheesy Gordita Crunch™ among other fresh, Aussie-tailored items.

Dominating headlines since its arrival down under in 2017, Taco Bell has set a new standard for quick service dining in Australia, with its epic fitouts, open kitchens, customer-curated music playlists, free WIFI, craft beers, frozen margaritas and regular live music sessions.

The Melbourne announcement follows five successful restaurant openings in Queensland, which saw super-fans camping out overnight in a bid to get their first taste of Taco Bell in Australia. The date and location of opening is yet to be revealed, however Taco Bell plans to launch with an epic opening weekend party.

Melburnians can expect to hear more over the coming months, with regular updates posted via Taco Bell Australia's [Facebook](#) and [Instagram](#) pages. Follow the journey to Melbourne... @tacobellaus #tacobelldownunder #tacobellmelb

ENDS

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