

Taco Bell beating the odds - New York News

By ALISON MORRIS, Fox 5 Business Reporter
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NEW YORK (MYFOXNY) -

With all of the talk about how fast food chains like McDonald's are struggling The Bell is beating the odds.

Denise Lee Yohn, author of 'What Great Brands Do' says Taco Bell has been on a tear lately in terms of innovations and excitement, and is now known for crazy fun food.



Yohn says it really kicked into high gear a few years ago with the introduction of the Doritos Locos Tacos, which now comes in several varieties.

The Locos Tacos aren't just a fun product, they're also a huge hit.

Taco Bell claims to have sold over a billion of them---making Doritos Locos Tacos the most successful launch in company history.

Next up? Fritos Tacos.

Yohn says Taco Bell has also nailed it with their breakfast menu and a marketing campaign directed at their target audience: young people.

She says their waffle taco and biscuit taco are really fun products, and they've also boosted the Bell's bottom line.

Just two weeks ago, Taco Bell reported a 6% jump in same store sales.

Taco Bell is owned by Yum Brands which also owns KFC and Pizza Hut. Yohn says those two brands are struggling --with most of their growth overseas--whereas Taco Bell has been the star of the company, showing year-on-year sales growth and doing a good job overall.

Her only concern?

That Taco Bell doesn't expand too quickly by introducing too many products or opening too many restaurants--a problem that has slowed down service and diluted the brand experience at some of the other fast food chains.