

Taco Cabana® Launches Match Win TC Loteria Game

Written by Australian Business

SAN ANTONIO, Sept. 27, 2013 /PRNewswire/ -- Taco Cabana® has more than 1,000,000 prizes valued at more than \$2 million up for grabs for TC fans with the debut of its limited time Match & Win TC Loteria game. The new peel-off game, found on specially marked fountain drinks, will run through Nov. 17.

The traditional Mexican Loteria is a game of chance, like bingo, but using images on a deck of cards instead of plain numbers.

"In the spirit of the traditional game, we've created our own TC Loteria that really echoes Taco Cabana's focus on bringing an authentic, contemporary Mexican experience to the restaurants," said Todd Coerver, Chief Operating Officer at Taco Cabana. "The inspiration for our food and restaurant decor comes from accurately reflecting the flavors of Mexico, and our new TC Loteria game is simply a fun way to reaffirm that notion."

During the promotion, guests have the chance to play and win with each purchase of a 20 oz., 32 oz. or 44 oz. specially marked fountain drink. Each fountain drink cup will have peel-off game stamps attached, with two game stamps on the 20 oz. cup and four game stamps on the 32 oz. and 44 oz. cups (1 in 4 win).

Guests have two ways to win (<http://TCLoteria.com>) with their game stamps: Instant Win and Match & Win. For the Match & Win play, a guest collects the right combination of stamps and matches them to a TC Loteria game board to win prizes.

The top four Match & Win game prizes include \$100,000 in cash; Camaro 2SS® convertible; five Lowe's® \$5,000

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Gift Cards for a patio makeover and 20 PlayStation 4[®] consoles.

Instant Win prizes will include Taco Cabana food and non-food prizes, including a total of five Mexico Beach Vacations; 25 \$1,000 cash rewards; 15 Samsung Galaxy Tab 3[®] tablets and 15 Beats Solo HD™ Headphone sets. The Instant Win food prizes are redeemable at any Taco Cabana at a future visit.

"Our new Match & Win TC Loteria game is designed to deliver a unique and exciting reason to visit Taco Cabana," Coerver added. "We know our made-from-scratch favorites are a great reason to pay us a visit. And for the next eight weeks there's a chance at winning more than \$2 million in prizes, too."

For the official game board, rules and list of prizes, visit <http://TCLoteria.com>.

To locate the nearest Taco Cabana, visit www.tacocabana.com, [Facebook](#) and [Twitter](#).

About Taco Cabana Taco Cabana restaurants, part of Fiesta Restaurant Group®, serve fresh, handmade Mexican food, including sizzling fajitas, quesadillas, hand rolled flautas, enchiladas, burritos, tacos, fresh-made flour tortillas, a selection of "made from scratch" salsas and sauces, frozen margaritas and beer. Most menu items are handmade daily in each restaurant, which feature open display cooking, including fajitas cooking on an open-flame grill and a machine making fresh tortillas. Taco Cabana restaurants feature interior, semi-enclosed and patio dining areas, which provide a vibrant decor and relaxing atmosphere. Additionally, Taco Cabana restaurants provide guests the option of take-out, as well as the convenience of drive-thru windows. Taco Cabana operates 165 restaurants.

SOURCE Taco Cabana

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