

Taco Bell introduces cravings kits

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Taco Bell at Home introduces the first-ever Crunchwrap Supreme and Chipotle Chicken Quesadilla â??Cravings Kits,â? featuring proprietary Taco Bell restaurant ingredients, seasonings and sauces essential to making these fan-favourites at home. The Craving Kits are the latest offerings from Kraft Heinz's Taco Bell at Home line designed to make it easier than ever for fans to recreate and personalise their takes on beloved menu items.

â??A partnership founded on a mutual obsession with their consumers, Kraft Heinz and Taco Bell created the Taco Bell at Home line to bring signature and crave-worthy Taco Bell offerings and flavours straight to the grocery aisle and allow fans to make Taco Bell their way,â? says Danielle Coopersmith, Associate Director of Marketing for Taco Bell at Home. â??Grounded in this core mission, our innovation strategy focuses on creating new products inspired by beloved Taco Bell classics that encourage fans to customise their at-home creations and take them to new heights.â?

â??Our release of the Cravings Kits â?? the first of several Taco Bell at Home innovations planned for this year â?? is a great example of how Kraft Heinz is delivering against its goal to lead the future of food,â? said Alan Kleinerman, Vice President of Disruptive Innovation at The Kraft Heinz Company. â??As we kick off 2024, weâ??re focused on finding the white spaces at retail where we can make an impact for fans and develop products we know they will be excited to try. Our partnership with Taco Bell is a great example of this.â?