



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
BOSTON REGIONAL OFFICE

101 Merrimac Street, Suite 810
Boston, MA 02114-4719

BY FEDERAL EXPRESS

September 12, 1996

John A. Donovan, Esq.
Skadden, Arps, Slate, Meagher & Flom
300 South Grand Avenue
Los Angeles, California 90071-3144

RE: Taco Bell, Corp.
File No.: 9623090

Dear Mr. Donovan:

The Boston Regional Office of the Federal Trade Commission has conducted an investigation to determine whether your client Taco Bell Corporation violated the Federal Trade Commission Act by making false and misleading claims as to the fat content of its Border Lights menu items.

Based on this investigation, it appears to staff that some of the nationally disseminated Border Lights television and radio advertisements made low fat claims for these items. It also appears that at least ten Border Lights items were not low fat. 21 C.F.R. § 101.62(b)(2) and (3). After careful review of this matter, however, it does not appear that further action by the Commission is necessary at this time. Among other reasons, the advertisements in question ran for a relatively short amount of time and were terminated on or about April 1995. Based on these and other considerations, the investigation has been closed. This action is not to be construed as a determination that a violation may not have occurred, just as the pendency of an investigation should not be construed as a determination that a violation has occurred. The Commission reserves the right to take further action as the public interest may require.

Thank you for your cooperation in this matter.

Sincerely,

Phoebe D. Morse
Regional Director