



Living Más community,

Wow! Can you believe it? In August, we happily celebrate six amazing years of Living Más. From the moment I joined the r/tacobell Reddit community and recognized the need for a centralized source of Taco Bell news and information, the spark that ignited Living Más began. I built the website to share news, explain experiences, and share leaked information gained through inside sources. After becoming a moderator of that Reddit community and helping guide towards the future I built our own subreddit, with a goal to be news focused and grow the idea of what Living Más means (more on that towards the end of this letter). I wanted a platform for people to showcase the way Taco Bell fuels and inspires them to do what they love to do. While making that transition, I was booted off the r/tacobell subreddit and forced to push all operations to r/livingmas. My plans for a deeper meaning to Living Más were put on hold as we had to create a whole new community from scratch.

What I thought was a dead end turned into a bright revival. As the tides turned, I grew the community that exists today. More than just a site for news and information, Living Más is now a community of individuals sharing a passion. This has allowed for opportunities to grow with the Cantina and Chili Cheese locators, and the growing support from Taco Bell themselves has allowed us to have exciting events. I couldn't do this alone; success comes with having the great moderator teams on Reddit and Discord, and many others who have volunteered their help since. There's a master team working on the Chili Cheese website, great individuals who have helped set up technical supports, and of course my right-hand man Jaryn who has helped do everything I was not able to figure out on my own. Most importantly, each one of you is an essential part of our success. Your visits to the site, active participation in our communities, and support on social media pages have been the driving force behind Living Más. Let's continue to strengthen our bonds and inspire each other in this journey.

What's next? Growth and development. We want to continue our reach to grow this community, which would enable us to be involved in more events and bigger events. We want to provide every fan of Taco Bell with experiences and knowledge they wouldn't get outside of our community. Together, we'll grow our presence on social media platforms such as Facebook, Instagram, and Twitter. We will be exploring new avenues, including video and audio content, to provide even more value and entertainment to our beloved community. As we progress, never forget the heart and soul of Living Más. It's not just a brand or a community—it's a personal mission that embodies the joy of embracing each day with passion and striving for more in all that we do.

What does Living Más mean? It's inspired by Taco Bell's slogan "Live Más", which we use as the backbone to all that we do. Our inspiration comes from Taco Bell which fuels us to truly live más. "Living" is different for each person, it's what you do daily. For one person this could be waking up and getting ready for the day, going to work, spending time on a hobby and/or with friends, going to sleep, and doing it all the next day. "Más" meaning "more" is striving to take what we do on the day-to-day and push that towards a greater degree. It's finding joy in what you do daily and seeking out opportunities to do better, create new experiences, and push the goals for hobbies and the things we love to do.

Living Más started as a site for news and information, but long after Taco Bell is finished using "Live Más" as its slogan we will continue our mission for a community fueled by Taco Bell but inspired by each other to reach new heights. This was the goal from day one and will always be the underlining value within the Living Más community.

Together, with our shared love for Taco Bell and a genuine connection with one another, we will continue to soar to new heights. The future is bright, and I am incredibly grateful to have all of you as part of the Living Más family. Thank you for an unforgettable six years, and here's to many more exciting adventures ahead!

Blake Hundley

Founder, Living Más

