



# NEWS RELEASE

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## New. Better. Best.

### FOR IMMEDIATE RELEASE

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#### City of Menifee's Taco Trail is Bursting with Local Flavor

*This culinary adventure offers visitors and locals alike the opportunity to win prizes while sampling a variety of Menifee restaurants, markets, and vendors that feature tacos.*

**MENIFEE, CA** – Did someone say tacos? Menifee's newest mobile shop local experience, the Menifee Taco Trail, is launching this Tuesday, May 3.

To participate, taco lovers can download the free Menifee Taco Trail app at [MenifeeTacoTrail.com](https://MenifeeTacoTrail.com) (the website officially launches Monday, May 2). The Menifee Taco Trail app includes an interactive map of all participating locations (restaurants, outdoor markets, and taco vendors) in Menifee that feature a taco on their menu.

Menifee Taco Trail participants who visit a set number of taco serving businesses can collect prizes such as a Taco Trail Decal, Taco Trail Air Freshener, Taco Trail Hat, and Taco Trail T-shirt. The more locations visited, the more prizes that can be won! Menifee Taco Trail participants are encouraged to use the hashtag **#MenifeeTacoTrail** on social media to share their culinary adventure and exclusive prizes and spread their love for Menifee and their taco experience!

The Menifee Taco Trail will be a year-round promotion; however, participants have until May 1, 2023, to complete the trail and redeem prizes. Participants must redeem prizes within 30 days of completion and are limited to one per pass. There is no cost for Menifee businesses to participate in this promotion.

"Taco 'bout a good time! The Menifee Taco Trail promotion is a fun and engaging way for visitors and locals alike to support local Menifee businesses and explore our diverse and growing culinary scene," said City of Menifee Economic Development Director and taco enthusiast, Gina Gonzalez. "With over a million people in Menifee's 20-minute trade area, we are very excited to invite everyone to explore our city and join the Taco Trail!"

To view a complete list of participating restaurants, taco vendors, and outdoor markets, please visit [MenifeeTacoTrail.com](https://MenifeeTacoTrail.com). If you are a taco vendor, outdoor market, or restaurant in Menifee that features tacos on your menu, we encourage you to be a part of the Menifee Taco Trail! Please email [exploremenifee@cityofmenifee.us](mailto:exploremenifee@cityofmenifee.us) or call (951) 672-6777.

Menifee Taco Trail is the first of its kind in Southwest Riverside County. It is the first of many experiences and shop local passes that Menifee will be launching as part of the City's ongoing initiatives to raise awareness and highlight the benefits of shopping local, which in turn provides for vital public services in the city and an enhanced quality of life.

(Cont.)

Menifee Taco Trail is just one of many events scheduled for Menifee Restaurant Week taking place between Monday, May 2 and Friday, May 6. For more information or to participate in any other events, visit <http://www.MenifeeRestaurantWeek.com> or email [EconDev@cityofmenifee.us](mailto:EconDev@cityofmenifee.us). Follow along on Menifee's Social Media platforms for featured "Best Dishes" throughout the week.

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**ABOUT MENIFEE:** *Situated in the heart of southern Riverside County along Interstate 215, Menifee is a vibrant, new city of more than 100,000 residents who enjoy a pleasant year-round climate, abundant recreational offerings, reasonably priced housing, and convenient proximity to some of Southern California's premier attractions and employment centers. Within its 50 square miles, Menifee's business, retail, and entertainment outlets are starting to shape the community's character and this growing economic base is also contributing favorably to the city's strong financial position. Menifee's growing family-oriented population values the city's ongoing commitment to public safety, community events, and smart growth for the future. All of these elements are working together to support the city's strategic vision to make Menifee one of the state's most promising new cities.*