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Taco Bell reopens in Moraga

By Vera Kochan



Taco Bell in Rheem Center open for business
Photo Vera Kochan

After over a year of delays, the newly remodeled Taco Bell, located at 410 Moraga Road in the Rheem Shopping Center, officially opened on June 5.

Just in time for warm summer days, outdoor seating with purple umbrellas makes a noticeable first impression to arriving customers. The restaurant itself has undergone a from-the-ground-up remodel. The exterior is an updated version of the classic Taco Bell structure, while the interior boasts a modern décor with an old world twist and nod to Latin roots. Brown, off-white and black are the color schemes incorporated into the dark wooden tables and matching chairs along with subtly tiled floors and coordinating wallpaper. Higher tables located in the middle of the dining area offer bar stool seating and Wifi.

The menu remains the same with a couple of new items and breakfast offerings. Besides ordering at the counter, a drive-thru window is available for diners on-the-go and there's also an ordering kiosk inside.

Taco Bell's District Manager Suzanne Kennedy officially put a stop to the rumors that the Moraga location was going to offer alcoholic beverages on the menu. "I don't know where that came from. We do have a Taco Bell Cantina in Berkeley that offers alcohol."

Kennedy gave a brief history lesson on Taco Bell's origins. The first location was built in 1962 in Downey, California. The oldest franchise in our area is located in Lafayette. She explained, "Taco Bell's corporate office makes each store remodel within a 20 year period. I don't know why they've never had Lafayette remodel, other than maybe it's a bit historic." Each remodel has to adhere to the basic structural integrity of Taco Bell's aesthetic theme.

Moraga's location couldn't have picked a better time to reopen its doors. Just in time for the NBA Finals, the "Steal a game, steal a taco" offer has been made official thanks to the Golden State Warriors "stealing" a win from the Toronto Raptors in Game 2 while playing in Toronto. On Tuesday, June 18 between 2 and 6 p.m. customers can get one free Doritos Locos Taco. Kennedy stated, "Taco Bell will also make that same offer during the World Series."

Restaurant hours are Sunday through Thursday 6 a.m. to midnight, and Friday and Saturday 6 a.m. to 1 a.m. The closing hours are tentative as this location adjusts to Moraga's taco craving needs.

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