

RESTAURANTS · YUM BRANDS (YUM)

Taco Bell is busier online than before July's lettuce scare

Federal officials declared the outbreak over on Friday. Our data says shoppers came back weeks ago.

+6%

Visits to Taco Bell online vs. a year ago, past four weeks

-2%

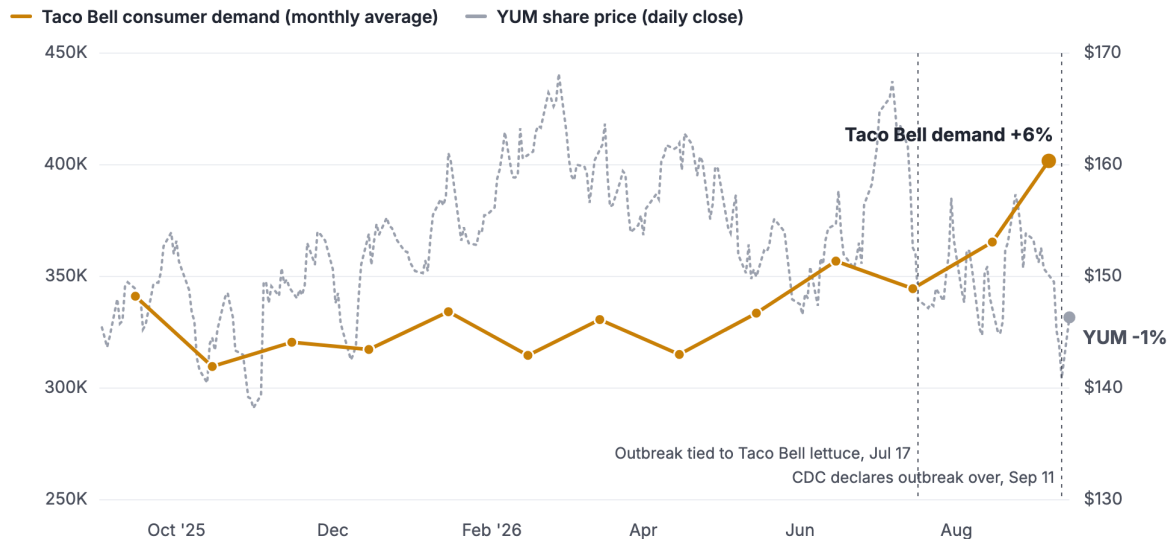
Sales at established Taco Bells over July's first four weeks, per Yum

43%

Share of Yum's divisional operating profit from Taco Bell, ex Pizza Hut

Taco Bell (YUM) is busier online than before July's lettuce scare, while Yum's stock sits where it was a year ago

LikeFolio consumer demand data, monthly average of daily traffic · vs. daily closing price



LikeFolio consumer demand data, Taco Bell brand level · pulled Sep 15, 2026 · demand through Sep 11, 2026 (September is month to date) · daily closing prices through Sep 14, 2026 · YoY badges are trailing-month windows

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WHAT HAPPENED

Federal health officials traced a parasite outbreak to shredded lettuce at Taco Bell in July. Yum said sales at established Taco Bells ran 2% below a year earlier over the month's first four weeks.

WHAT OUR DATA SHOWS

Visits to Taco Bell online dipped in July and have climbed every month since. September so far is the busiest month in our past year of data.

WHY IT MATTERS

Yum sold Pizza Hut on Sept. 1. Taco Bell now drives 43% of divisional operating profit, so a Taco Bell recovery is most of any Yum recovery.

Our take

We expect Yum to report Taco Bell sales growing again when it reports in November, with July's decline behind it.