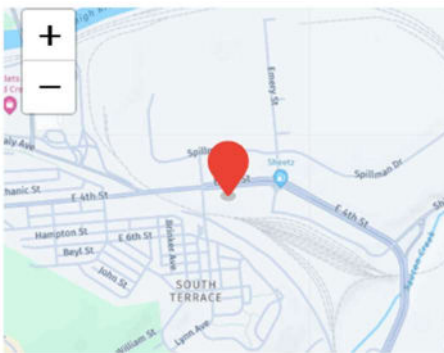


Construction of Lehigh Valley's new Taco Bell eatery heating up

• Ryan Kneller | April 10, 2025



A Taco Bell eatery is under construction at 1620 E. Fourth St. in south Bethlehem.



BETHLEHEM, Pa. - A new destination for Chalupa Supremes, Nachos BellGrande and Beefy 5-Layer Burritos is on the way in Northampton County.

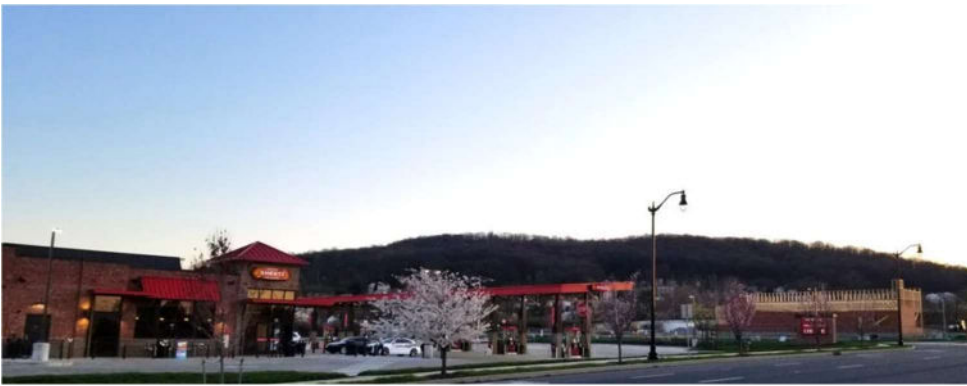
In recent weeks, work on a new location of Taco Bell - the quick-service chain known for its made-to-order tacos, burritos and other Mexican-inspired dishes - has ramped up at 1620 E. Fourth St. in south Bethlehem.

The construction comes roughly a year and a half after the Bethlehem Planning Commission voted to approve a land development and subdivision plan for the new restaurant in August 2023.

The 2,722-square-foot Taco Bell eatery with a drive-thru will operate next to a nearly year-old Sheetz gas station and convenience store in an Industrial Redevelopment zone.

The restaurant will be run by franchisee Summerwood Corporation, which also operates several other Taco Bell locations in the region.

A target opening date has not yet been announced, and a Summerwood representative did not immediately return a message seeking more information.



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Summerwood, based in Conshohocken, Montgomery County, operates locations of four restaurant brands – Taco Bell, KFC, Pizza Hut and Long John Silver’s – in six states.

In 2023, the company opened new regional Taco Bell locations at 301 Cooper St., just off South Fourth Street, in Allentown; and 60 Plaza Drive in Rush Township, a few miles north of Tamaqua.

Also in 2023, the company’s Taco Bell location at 3380 Lehigh St. in Salisbury Township reopened in a newly constructed building at the same site. The upgraded location features modern design elements and other improvements such as a new covered dining patio, two drive-thru lanes and six self-service ordering kiosks.

The forthcoming Taco Bell eatery in south Bethlehem will operate about three blocks east of the Wind Creek Bethlehem casino.

Site improvements proposed include off-street parking for 32 cars, access roadways, lighting, landscaping, utilities and stormwater conveyance facilities.

Taco Bell, founded by Glen Bell in Downey, California in 1962, is a subsidiary of Yum! Brands, Inc., which also owns Pizza Hut and other popular restaurant chains.

In 2024, Taco Bell reached a milestone of \$1 billion in profit and also saw other success, growing digital sales by 32% and opening 347 new locations across 25 countries, bringing total restaurant locations to 8,757, according to a recent news release.

By 2030, the company is aiming to accelerate its growth in the United States by increasing annual average unit volumes from \$2.2 million to \$3 million, as well as igniting international growth, with its global footprint to expand from 1,150 locations as of 2024 to more than 3,000 restaurants outside the U.S.

From breakfast to late night, Taco Bell serves made-to-order and customizable dishes, including crunchy and soft tacos, burritos, quesadillas and nachos.

Other menu highlights include specialties such as a Mexican pizza, Crunchwrap Supreme and cheesy gordita crunch; and sides and sweets such as black beans and rice, cheesy fiesta potatoes and cinnamon twists.



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