



FOR IMMEDIATE RELEASE
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**EAST BRUNSWICK WILL BE SWINGING TO A TROPICAL BEAT
WITH THE ARRIVAL OF THE NEWEST POLLO TROPICAL®:
GRAND OPENING CELEBRATION KICKS OFF OCTOBER 8**

MEDIA CONTACTS:

Kampi Chaleunsouk

786-624-8182

Kampi@ImpactMiami.com

Jack Wolfe

305-751-7001, x8000

Jack@ImpactMiami.com

EAST BRUNSWICK – Pollo Tropical®, famous for its citrus-marinated grilled chicken and Caribbean flavors, is bringing a taste of the tropics to East Brunswick with the grand opening of its newest location at 641 Route 18 South on Friday, October 8. Pollo Tropical will celebrate the new store opening in grand style with **Tropical Family Fun Days**, three consecutive days filled with games, giveaways, music, a Robo-Surfing Contest to benefit the YMCA, a bounce house, and samples of tasty menu items.

Be one of the first customers to visit opening day, October 8 starting at 10:30 a.m., and receive a free voucher for a Family Meal - featuring a whole grilled chicken, choice of two sides and rolls. Vouchers are limited. One per customer.

Chicken lovers can take advantage of additional free Pollo Tropical offers by simply texting “**POLLO103**” to **30241** or logging on to www.pollotropical.com to sign up for **Pollo Reward\$™**. Sign up between October 8 and 22 to be automatically entered for a chance to win Free Chicken For a Year. Guests of the East Brunswick **Tropical Family Fun Days** may register on site for the Free Chicken For a Year drawing. Registration is free for anyone 18 years of age or older.

Grand Events

The **Tropical Family Fun Days** kick off at 3:00 p.m. on October 8 and continue through Sunday, October 10 with games, giveaways, a bounce house, and entertainment. Meet the lovable Pollo Tropical mascot throughout the grand opening celebration. The first 100 children who visit the East Brunswick Pollo Tropical any of the three days will receive a free gift.

On Saturday, October 9, waves up to 10 feet will be rolling through the East Brunswick Pollo Tropical as part of a unique Robo-Surfing Contest. Starting at Noon, surfers can “hang 10” on a mechanical surfboard and vie for great prizes including a grand prize of \$200 in Pollo Tropical gift certificates! Prizes will also be awarded to second and third place winners. Each contestant will receive a coupon for a free TropiChiller®.

The wave riding is all for a great cause, as Pollo Tropical will donate a meal to the Raritan Valley YMCA for each participant and spectator of the contest. Meals will benefit the YMCA’s after-school programs. The contest is free to participate and open to anyone 13 years of age or older.

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“Pollo Tropical is delighted to share this newest restaurant opening with the residents of East Brunswick and the surrounding communities,” said Kim Miller, Senior Director of Marketing for Pollo Tropical. “Customers will appreciate our diverse menu selection, service and value.”

The East Brunswick Pollo Tropical marks the fifth restaurant to open in New Jersey, and is the first new restaurant to open with the brand’s elevated concept. The new store will boast free table service and WiFi - as well as real plates, silverware and much more that are features of the elevated concept stores.

The elevated concept bursts with tropical flavor and original menu items. It is also a treat for the other senses with a complete new look, feel and sound. This is achieved through the addition of caricature masterpieces of art (“Night Pollos”, a tribute to Edward Hopper’s “Nighthawks”; “Pollo Gothic”, a tribute to Grant Wood’s “American Gothic”; “Pollo Lisa”, a tribute to Leonardo da Vinci’s “Mona Lisa” and more), an all-new contemporary music soundtrack, warmer colors and a new logo featuring the brand’s mascot.

Customers may enjoy signature favorites such as the citrus-marinated grilled chicken, the savory roast pork, pulled and served with sautéed onions, lime and cilantro and much more. Dishes that also highlight the Pollo Tropical work of art menu include customizable TropiChop® Bowls, a made-fresh-daily crisp and sweet coleslaw, and a flavorful brown rice that is perfect as a side dish or mixed in a TropiChop.

Kids’ meals feature a choice of grilled drumstick & thigh, grilled chicken breast strips, or four grilled Tropical Wings served with one side dish of choice, or a kid-size TropiChop with rice or mashed potatoes topped with chicken. All kids’ meals include a beverage and a kid-size cup or cone of the Pollo Tropical Vanilla Soft Serve.

The “made-from-scratch” complimentary Salsa Bar will also be available with the popular Fresh Salsa, Salsa Fuego, Guava BBQ, Curry Mustard, Cilantro Mayo, the new spicy hot Poyo-Poyo™ sauce and more.

Pollo Tropical fans may visit the other New Jersey locations at 3103 Kennedy Blvd in North Bergen, 374 Route 3 West in Clifton, 146 Route 46 East in Little Ferry and 77 US Route 1 in Metuchen. For more information on the East Brunswick Pollo Tropical grand opening or for more information, visit www.pollotropical.com.

About Pollo Tropical®

Born in a Caribbean kitchen with a Latin accent in the melting pot of Miami, the Pollo Tropical signature citrus marinated, tropical-spiced grilled chicken (Pollo in Spanish) created its namesake. People came from all over just to get a taste of the Pollo. Today, that same recipe is being grilled fresh and served fast to about 20 million loyal Pollo Tropical fans at 120 restaurants in five countries. There’s no mistaking the taste, the freshness and the flavor of Pollo Tropical. ###