



FOR IMMEDIATE RELEASE  
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**LITTLE FERRY POLLO TROPICAL® UNVEILS A NEW LOOK, FLAVORS AND SOUNDS  
WITH A GRAND SLAM CELEBRATION ON AUGUST 28**

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LITTLE FERRY – The Pollo Tropical® in Little Ferry, at 146 Route 46 East, is undergoing an exciting transformation to offer a new, *elevated* experience - complete with *sizzling* fajita platters, free table service and WiFi - as well as real plates, silverware and much more. The Little Ferry restaurant is the third New Jersey Pollo Tropical to boast the brand's elevated concept.

The elevated concept bursts with tropical flavor and new, 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.

Some of the new dishes that highlight the new Pollo Tropical work of art menu include a made-fresh-daily crisp and sweet coleslaw; hot, flavorful White Bean Chicken Soup; and a flavorful brown rice that is perfect as a side dish or mixed in a TropiChop® Bowl.

Customers may also 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.

New 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 new 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, the new spicy hot Poyo-Poyo sauce and more.

**GRAND EVENT**

A grand re-opening event to celebrate the new Pollo Tropical concept restaurant is scheduled for **Saturday, August 28 starting at Noon**. Guests attending the re-opening day celebration will enjoy a red carpet greeting, complimentary new menu item food sampling, music, the popular Spin & Win Wheel featuring fun Pollo Tropical prizes and a visit from the Pollo Tropical mascot.

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Guests of the grand re-opening celebration may "Pose with the Pollo" and take home a complimentary photograph as a memento of their visit. For each person who poses with the mascot, Pollo Tropical will donate a meal to the Boys & Girls Club for their after-school programs. Participants will also be automatically registered for a drawing to receive Free Chicken For a Year. Registrations are limited to one per family.

Starting at 2:00 p.m., kids are invited to participate in a free basketball clinic hosted by the New Jersey Nets. Participants will learn basketball tips and tricks during this hour-long clinic. Sly, the Nets mascot, will be in attendance to meet guests and pose for photographs. As a special bonus, the New Jersey Nets will give each child who participates in the basketball clinic a free ticket to an upcoming home game.

The celebration continues on Monday, August 30 with **Bring A Friend To Pollo Tropical Day**. Grab a friend, co-worker, or loved one and enjoy a delicious two-for-one offer at the Little Ferry Pollo Tropical. Order a Quarter Chicken Meal with two sides and get a second one for free between 11:00 a.m. and 3:00 p.m. on August 30. Coupons for the special offer will be available in limited quantities only at the Little Ferry Pollo Tropical starting on Friday, August 27. Limit one coupon per pair. While treating your friend to a free meal, register for a chance to win Free Chicken For a Year. One entry per person and registrants must be at least 18 years old.

"Pollo Tropical is delighted to celebrate the grand re-opening of the newly renovated restaurant with the local community in Little Ferry and the surrounding areas," said Grace Ugalde, Marketing Coordinator for Pollo Tropical. "We have a lot of fun and free activities for everyone to enjoy."

For those eager to get a taste of the new flavors, the new restaurant will open for business starting **on Friday, August 27, 2010 at 11:00 a.m.** For more information on the re-opening of the Little Ferry Pollo Tropical and related events, visit [www.pollotropical.com](http://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 more than 120 restaurants in six countries. There's no mistaking the taste, the freshness and the flavor of Pollo Tropical.

For more information on Pollo Tropical®, including menu items and nutritional information, visit online at [www.pollotropical.com](http://www.pollotropical.com).

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