



FOR IMMEDIATE RELEASE  
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**HILLSBOROUGH POLLO TROPICAL® RESTAURANT REMODEL  
WILL SERVE UP A CHANGE, FOR A GREAT CAUSE!**

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TAMPA – As part of the conversion of its Tampa restaurants to a new, elevated concept and menu, Pollo Tropical® will be unveiling its newest remodeled look at 3285 Hillsborough Boulevard on Saturday, January 30th from Noon to 4:00 p.m. The unveiling will also serve as a fundraiser for Haitian earthquake relief and local family charities.

During the grand unveiling from Noon to 4:00 p.m., Pollo Tropical will donate 15 percent of sales at the new restaurant to the American Red Cross to assist the people of Haiti. Customers can also step up to the plate and make a contribution by donating canned food items to benefit Metropolitan Ministries, a local organization that assists struggling families throughout the greater Tampa Bay area.

“We at Pollo Tropical consider ourselves fortunate to bring this new elevated concept to Tampa and want to use this grand unveiling as an opportunity to do something meaningful for those who are not as fortunate,” said Kim Miller, Sr. Director, Marketing & Communications at Pollo Tropical.

Guests who attend the grand unveiling will also have the opportunity to register for Free Chicken For a Year for their families. The drawing is free to enter and is limited to one entry per person.

In addition to new FREE table service and real plates, guests will experience new menu items, including a new assortment of signature sandwiches and artistic wraps, including the Chipotle Chicken Sandwich, Grilled Chicken Sandwich with Peppadew Sauce, Pork BBQ Sandwich, Chicken Caesar Wrap, and Cuban Wrap.

Some new ingredients to complement this work of art include the use of Sea Salt seasoning instead of iodized salt on side dishes like yuca, rices, beans, and balsamic tomatoes. Other side dishes that motivate the flavor masterpiece include a new Fiesta Salad made with black beans and corn, an award-worthy coleslaw and the artistic array of rices and beans inspired by kitchen artisans throughout the Caribbean.

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A new kid's meal menu lets you create your own kid-loving masterpiece with your choice of grilled drumstick & thigh, or grilled chicken breast strips, or 4 grilled Tropical Wings - along with your choice of any one side dish. But the most exciting part: the kid's meal also includes a Vanilla Creamy Frozen Treat!

The complimentary Salsa Bar is stocked with all the Pollo Tropical favorite sauces including Cilantro Mayo, fresh Red Salsa, Salsa Fuego, Mustard Curry, Guava BBQ and more. Mix and match to your liking with these sauces that are available right at your fingertips.

#### About Pollo Tropical®

Born in a Caribbean kitchen with a Latin accent in the melting pot of Miami, Pollo Tropical's 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 100 Pollo Tropical restaurants. 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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