



FOR IMMEDIATE RELEASE
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**POLLO TROPICAL® BRINGS HOLIDAY CHEER TO JACKSONVILLE
WITH GRAND OPENING OF FLAGSHIP STORE AT ST. JOHNS TOWN CENTER, NOV. 22**

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JACKSONVILLE – Just in time for the holidays, Pollo Tropical®, famous for its citrus-marinated grilled chicken and Caribbean flavors, is bringing a taste of the tropics to Jacksonville with the grand opening of its flagship restaurant at 4863 Gate Parkway at the St. Johns Town Center next to CVS. Be one of the first customers to visit opening day, November 22, 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 **"POLLO104" to 30241** or logging on to www.pollotropical.com/contest to sign up for **Pollo Reward\$™**. Sign up between November 20 and 29 to be automatically entered for a chance to win Free Chicken For a Year. (See official rules posted on the Pollo Tropical website under the community tab.)

The Jacksonville Pollo Tropical marks the first restaurant to open in Duval County. The new store will boast the brand's elevated concept featuring free table service and WiFi - as well as real plates, silverware and much more. Of course, guests can also take out or use the restaurant's convenient "Pollo On the Go" drive thru.

"Pollo Tropical is excited to open its flagship Jacksonville restaurant by the St. Johns Town Center," said Vicky Timmer, Region Director for Pollo Tropical. "The restaurant offers a wide variety of great tasting and high quality food that will complement the area."

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 Create Your Own 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.

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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 yogurt.

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.

For more information on the Jacksonville 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 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.

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Note to Media: A special media-only Chef's Tasting Table is planned for Friday, November 19 at 11:00 a.m. Please call 786-624-8182 to reserve your spot.