



FOR IMMEDIATE RELEASE
1-7-11

**POLLO TROPICAL® WANTS YOU TO CELEBRATE ITS NATIONAL SOUP DAY
ON WEDNESDAY, JANUARY 26 WITH DOLLAR SOUPS!**

Media Contacts:

Kampi Chaleunsouk	Jeanette Sheppard
305-751-7001, x8004	305-751-7001, x8003
kampi@impactmiami.com	jeanette@impactmiami.com

FLORIDA – Soup’s on at Pollo Tropical®, as the restaurant chain declares Wednesday, January 26 **Pollo Tropical National Soup Day** at all company-owned locations. In honor of National Soup Month, Pollo Tropical is hosting its own celebration by offering the popular Caribbean Chicken Soup or Split Pea Soup for just \$1 from open to close.

All you have to do for the discount is say “Happy Soup Day” to the cashier! No other purchase is required. Limit two \$1 small soups per customer. Valid only on January 26, 2011.

The Pollo Tropical Caribbean Chicken Soup is a hearty soup featuring tender pieces of chicken breast, corn, yuca, plantains and pumpkin. The Split Pea Soup is an original Pollo Tropical recipe featuring green split peas, chorizo (a Spanish sausage), ham, potatoes and Caribbean seasonings.

"The entire country has experienced record cold in the past few weeks, and nothing warms you up like some homemade soup," said Kim Miller, Vice President of Marketing and Communications for Pollo Tropical. "We thought we would fire up the month by celebrating this holiday and offering both of our soups for such a steal of a deal."

January is National Soup Month. Although the origin of the holiday is unknown, soup dates back as far as 6,000 B.C. Soup got its name from “sop,” which was a piece of bread served with broth. Later, the focal point switched from the bread to the ingredients in the actual soup.

Both soups may be enjoyed as an entree or make a tasty complement to any meal such as the Sandwich, Soup and Fountain Beverage Combo for only \$4.99.

For more information about **Pollo Tropical National Soup Day**, or for a complete list of locations, 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 Pollo Tropical restaurants in six countries. There’s no mistaking the taste, the freshness and the flavor of Pollo Tropical.

###

Enclosures: Photos with captions.