



FOR IMMEDIATE RELEASE
03-12-10

**CENTRAL FLORIDA'S POLLO TROPICAL® UNVEILS A NEW LOOK,
FLAVOR, FEEL AND SOUND**

MEDIA CONTACT:

Jack Wolfe

786-326-6763

jack@impactmiami.com

Kampi Chaleunsouk

786-624-8182

kampi@impactmiami.com

CENTRAL FL – The Pollo Tropical® in Sanford, at 1001 W.P. Ball Boulevard, is the first Central Florida location to convert to a new, “elevated” experience - complete with “sizzling” fajita platters, table runners, a signature sangria & complete wine list - as well as real plates, silverware and much more.

The elevated concept transcends flavor with menu introductions - it also reaches all the other senses with a complete new look, feel and sound made possible by the restaurant interior's caricature masterpieces of art (“Night Pollo's”, 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 soundtrack, warmer colors and even a new logo.

Some new ingredients to complement Pollo Tropical's new work of art menu include the use of Sea Salt seasoning instead of iodized salt on side dishes like yuca, rice, beans, and balsamic tomatoes. Other side dishes that motivate the flavorful masterpiece include a new Fiesta Bean Salad made with black beans and corn, an award-worthy coleslaw, and an array of rices and beans inspired by kitchens throughout the Caribbean.

A new kid's meal features a choice of grilled drumstick & thigh, grilled chicken breast strips, or four grilled Tropical Wings along with your choice of any one side dish, 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.

WINE & SIGNATURE SANGRIA

Moreover, a diverse wine list from Spain, Argentina, Chile, and Napa Valley starting at just \$3.50 a glass and \$15 per bottle was also added – plus a signature Sangria and a variety of bottled beers. Customers will be able to unwind with a daily happy hour from 4:00 to 7:00 p.m., featuring pitchers of sangria for \$5 and \$1 off beer and wine. A full service coffee bar was also added to include lattes, espresso, cappuccino and American coffee.

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

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“Our new Pollo Tropical concept features food you feel better about eating, served at the pace of people’s lives with eat in, take out and drive thru availability,” said Vicky Timmer, Director of Operations for Pollo Tropical, Central Florida.

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 90 company-owned 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.

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Enclosure: Photos with captions.