



FOR IMMEDIATE RELEASE
10-5-10

POLLO TROPICAL® ADDS TWO NEW PRODUCTS TO ITS FALL LINEUP: SPLIT PEA SOUP AND CHEEZY YUCA BITES, STARTING OCTOBER 25

Media Contacts:

Kampi Chaleunsouk
305-751-7001, x8004

Kampi@impactmiami.com

Jeanette Lopez
305-751-7001, x8003

Jeanette@impactmiami.com

NORTHEAST – Soup’s up at Pollo Tropical® and just in time for the cooler temperatures! Starting October 25, warm your taste buds with the new Pollo Tropical **Split Pea Soup** that boasts Caribbean flavors the restaurant has made famous. Available for a limited time, the **Split Pea Soup** is a Pollo Tropical original recipe featuring green split peas, chorizo (a Spanish sausage), ham, potatoes and Caribbean seasonings.

Enjoy the **Split Pea Soup** alone as an entrée or complement any meal with the soup as a side dish as part of the chain’s \$4.99 soup and salad combo. The soup is available as a small bowl serving for \$2.25 or a large bowl for \$3.50.

Also starting October 25 for a limited time, customers will be in for a tasty treat, as Pollo Tropical brings back its popular **Cheezy Yuca Bites** with Cilantro Garlic dipping sauce. The **Cheezy Yuca Bites** will be available as six pieces for \$2.25.

For more information on the new Pollo Tropical **Split Pea Soup**, **Cheezy Yuca Bites** or other menu options, visit www.pollotropical.com. While visiting the Pollo Tropical website, sign up for **Pollo Reward\$™** and receive great offers and discounts throughout the year. Registration is easy and free.

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.

###

Photo A caption: Warm up your taste buds with the new Pollo Tropical **Split Pea Soup**. Available for a limited time at all South Florida Pollo Tropical restaurants starting October 25.

Photo B caption: Treat yourself to the new Pollo Tropical **Cheezy Yuca Bites** with the Cilantro Garlic dipping sauce. Available at all South Florida Pollo Tropical restaurants starting October 25 for a limited time.