



FOR IMMEDIATE RELEASE
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**WINE DOWN FOR THE AMERICAN RED CROSS OF LEE COUNTY
AT THE NEW CONCEPT POLLO TROPICAL® IN CAPE CORAL ON JUNE 30**

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CAPE CORAL – Welcome your holiday weekend early and help a great cause at the same time on Wednesday, June 30 as Pollo Tropical® and the American Red Cross team up to present **Wine Down: A Wine and Sangria Tasting** benefit taking place from 6:00 p.m. to 9:00 p.m. at the newly renovated Pollo Tropical restaurant at 1652 NE Pine Island Road.

All proceeds from the benefit will be donated to the American Red Cross of Lee County for hurricane relief efforts.

The event takes place from 6:00 p.m. to 9:00 p.m. and includes wine tastings from the restaurant's new wine list, a tasting of Pollo Tropical's own new signature Sangria, and tastings of new menu items presented by Pollo Tropical's new serving team. There is a minimum \$10 Red Cross donation to attend the event and participants must be 21 or older.

Reservations are strongly suggested by calling 305-751-7001, x8003.

"We are very excited to be partnering with Pollo Tropical with the Wine Down event, and the timing couldn't be better," said Heidi Ruster, Executive Director of the American Red Cross of Lee County. "Hurricane season and our related assistance programs are now in full swing."

The Cape Coral Pollo Tropical recently re-opened to reflect an exciting conceptual transformation offering a new, *elevated* experience - complete with *sizzling* fajita platters, table service, new menu items, a signature sangria & complete wine list - as well as real plates, silverware and much more.

The elevated concept bursts with tropical flavor and new, 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.

Some of the new dishes that highlight the new Pollo Tropical work of art menu include a made-fresh-daily crisp and sweet coleslaw; hot, flavorful White Bean Chicken Soup; and a flavorful brown rice that is perfect as a side dish or mixed in a TropiChop® Bowl.

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New 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 new Pollo Tropical Vanilla Soft Serve.

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 new full service coffee bar includes lattes, espresso, cappuccino and American coffee.

The Cape Coral restaurant is the final Southwest Florida Pollo Tropical to boast the brand's elevated concept. The other Southwest Florida restaurants that feature the new look and flavors are located at 3777 East Tamiami Trail and 5065 Golden Gate Parkway in Naples.

For more information on **Wine Down: A Wine and Sangria Tasting** benefitting the American Red Cross or the newly renovated Cape Coral Pollo Tropical, 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.

About the American Red Cross

The American Red Cross, a humanitarian organization led by volunteers and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement, provides relief to victims of disasters and helps people prevent, prepare for, and respond to emergencies. The mission of the American Red Cross of Lee County is to strengthen Lee County residents, families and neighborhoods through innovative, volunteer-driven programs that help people prevent, prepare for and respond to emergencies. For more information on the American Red Cross Lee County, visit www.arclcc.org.

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