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**POLLO TROPICAL® UNVEILS  
“21 DAYS TO A NEW YOU” MEAL PLAN  
FREE PEDOMETER AND MEAL TO KICKSTART EFFORT**

MEDIA CONTACT:

Kampi Chaleunsouk	Jack Wolfe
786-624-8182	786-326-6763
kampi@impactmiami.com	jack@impactmiami.com

MIAMI – Just in time for those looking to slim down this Summer or just to feel better with healthier eating, Pollo Tropical® has teamed up with popular media personality and nutritionist “Dr. Jo” Lichten to create the **Pollo Tropical 21 Days to a New You** meal plan that is being described as a how-to guide to body toning and healthier eating.

“The 21 Days to a New You meal plan is a guide to utilizing the Pollo Tropical menu of fresh, healthy and grilled items over a 21-day period to look better and feel better” said Kim Miller, Sr. Director of Marketing and Communication, Pollo Tropical.

“We knew we had a broad variety of menu items to offer. We wanted to organize our menu offerings into a plan that people could use to really improve their appearance as well as how they feel,” said Miller. “The plan is straight from our menu, and the flavor of the 21 Days to a New You is ‘real food’, not rabbit food.”

Energy In, Energy Out

Since healthier eating is only one of the lifestyle choices necessary for total fitness, Pollo Tropical is also inviting its guests to “get moving” by offering a free pedometer to those who register at [www.pollotropical.com/21days](http://www.pollotropical.com/21days). Pedometers are limited to the first 2,000 registrants. Shipping and handling is free.

Also online the 21 Days to a New You Pollo Tropical site is a link to a daily calorie count diary, as well as links to nearby walking clubs.

For those who just want the meal plan, visit any Pollo Tropical location in the U.S. to receive a free copy. To get customers started with healthier eating, the guide includes a free regular chicken TropiChop® with purchase of any drink.

Real Food and Variety

Some of the menu items cooked into the plan include the Pollo Tropical signature famous grilled chicken, roast pork, guava pork sandwich, grilled chicken chipotle sandwich, Caribbean chicken soup, wraps such as the Cuban wrap and chicken caesar wrap, and the popular Pollo Tropical TropiChops®.

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The Pollo Tropical 21 Days to a New You meal plan outlines recommendations for breakfasts, lunches and dinners over a 21-day period. The total calorie intake ranges from 810 to just over 1,000 calories for lunch and dinner.

Side dishes spotlighted in the plan include Pollo Tropical balsamic tomatoes, boiled yuca, corn, and black beans & rice.

The Pollo Tropical 21 Days to a New You menu is also spotlighted by several 'helpful tips' sections including Ten Healthful Breakfast Ideas - which gives breakfast tips ranging from eggs to sweetened rice; Ten Recommendations for Staying Healthy - outlining the importance of fruits & vegetables, whole grains, stress management and exercise; Ten Healthful Snack Ideas - providing great tasting and 'healthful' snack tips; and quick tips specifically about making the most of Pollo Tropical like:

- Think Lutein: Balsamic tomatoes, salsa and corn are rich in lutein and are important for eye and heart health.
- Savor and splurge on the salsas: The variety of salsas at Pollo Tropical ranging from classic to guava to mustard curry and many more - are only 5 calories per spoonful and add a lot of flavor to skinless chicken, salads and more.
- It's okay to splurge for special occasions: Pollo Tropical's single serving flan has just 210 calories!

#### 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 90 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](http://www.pollotropical.com).

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*Enclosure: Photos with captions.*