



FOR IMMEDIATE RELEASE

**LITTLE FERRY GETS THE STAR TREATMENT AT RED CARPET EVENT:
BIG EVENT SATURDAY, AUGUST 28 WILL UNVEIL THE NEW LOOK
AND NEW FLAVORS OF POLLO TROPICAL®**

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Little Ferry will bask in the limelight of a red carpet event on Saturday, August 28 at Noon as part of a number of family events celebrating the unveiling of the latest Pollo Tropical® new restaurant concept conversion at 146 Route 46 East. All of Little Ferry is invited to the event, which features live entertainment, menu item sampling, a New Jersey Nets kids basketball clinic for the kids including free home game tickets for participants, mascot appearances and much more.

Attendees can also “Pose with the Pollo” mascot for a free photo that’s also for a great cause - because for each person who poses with the mascot, Pollo Tropical will donate a meal to the NJ Boys & Girls Club for their after-school programs. Participants will also be automatically registered for a drawing to receive Free Chicken For a Year. Registrations are limited to one per family. At 2:00 p.m., kids of all ages are invited to participate in the New Jersey Nets basketball clinic, learning tips and tricks during the hour-long clinic. Sly, the Nets mascot, will also be in attendance. As a special bonus, the New Jersey Nets will give each child who participates in the basketball clinic a free ticket to an upcoming home game!

The Pollo fun continues on Monday, August 30 with **Bring A Friend To Pollo Tropical Day**. Bring a friend, co-worker, or loved one to Pollo Tropical and enjoy a delicious two-for-one chicken meal between 11:00 a.m. and 3:00 p.m. The Bring a Friend promotion on August 30 requires a coupon that must be picked up at the restaurant on Friday, August 27. Limit one coupon per pair. While treating your friend to a free meal, register for a chance to win Free Chicken For a Year. One entry allowed per person, and registrants must be at least 18 years old.

“Pollo Tropical is delighted to celebrate the grand re-opening of the newly renovated restaurant with the local community in Little Ferry and the surrounding areas,” said Kim Miller, Senior Director of Marketing for Pollo Tropical. “We have a lot of fun and free activities for everyone to enjoy.”

Little Ferry’s Pollo Tropical was transformed to offer a new, *elevated* experience - complete with *sizzling* fajita platters, free table service and WiFi - as well as real plates, silverware and much more. The Little Ferry restaurant is the third New Jersey Pollo Tropical to boast the brand’s elevated concept.

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



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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.

Customers may also enjoy signature favorites such as the citrus-marinated grilled chicken, the savory roast pork, pulled and served with sautéed onions, lime and cilantro and much more.

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

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 120 restaurants in five countries. 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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