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Abuelo's Makes Gift Giving Easy This Holiday Season

Abuelo's Holiday Gift Card Promotion gives back to those who give to others

LUBBOCK, Texas – This holiday season Abuelo's restaurants nationwide are once again helping people get into the gift-giving spirit with its annual holiday gift card promotion. The gift card promotion gives guests who purchase \$50 of Abuelo's gift cards a gift of their own – a \$10 Abuelo's voucher to use at a later date.

During the holiday gift card promotion, which runs through Dec. 31, guests can purchase gift cards at any Abuelo's location or online at Abuelos.com. For every \$50 purchase guests will receive a \$10 voucher redeemable at any Abuelo's location from Jan. 1 to March 31, 2011.

"Our holiday gift card promotion is a great way for guests to get gifts for everyone on their list, and get a gift for themselves," Bob Lin, president of Food Concepts International, Abuelo's parent company. "Abuelo's gift cards make a great gift for family members, friends, co-workers and clients. We want our guests to be able to share the flavor of Mexico, and enjoy it for themselves, too."

For more information about Abuelo's holiday gift card promotion, contact your local Abuelo's restaurant or purchase them online at Abuelos.com.

About Abuelo's

Since its first opening in 1989, Abuelo's has continually been on the leading edge of menu creativity, combining consistency in food quality, colorful plate presentations, superior service and an impressive Mexican courtyard-themed atmosphere. Abuelo's restaurants, which were recently listed in *Restaurants & Institutions'* "Top 400 Sales Growth Leaders" annual ranking and in *Chain Leader* magazine's "[Top 50 Chains Under 50 Units](#)" listing, are owned and operated by Food Concepts International of Lubbock, Texas. Abuelo's was also ranked as one of the top chain

restaurants in America, the top-ranked Mexican food restaurant and highlighted as one of five restaurant chains offering the best meals under \$20 by a leading national consumer rating magazine. Abuelo's currently has 40 locations in 15 states. More information and a listing of restaurant locations are available at www.abuelos.com.

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