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FOR IMMEDIATE RELEASE

Abuelo's Revolutionizes Fajitas

Fajita Fiesta promotion showcases enhancements and exciting new choices

LUBBOCK, Texas (June 16, 2011) – This summer, Abuelo's Mexican restaurants are giving its guests even more great-tasting reasons to enjoy the delicious, wood-grilled Fajitas they love.

"Our team took a look at every aspect of our popular Fajitas and said, 'how can we do this even better?' I'm proud to say that we have elevated our Fajitas in every way," said Robert Lin, president of Food Concepts International, Abuelo's parent company. "We have added exciting new choices, enhanced our vegetables, provided more wrapping options and allowed for an amazing number of possible ways our guests can customize their Fajita experience."

Abuelo's is kicking off its new Fajita program with a "Fajita Fiesta" promotion, which will run through August 8. All the product changes are inherent in the promotion, including an innovative new lineup of Fajita flavors as well as several new Fajita combinations. Guests can now pick any two flavors, any three flavors or, with Abuelo's new Fajitas for Two, they can select up to four different flavors.

New Fajitas on Abuelo's limited time Fajita Fiesta menu are:

- **Fajitas Al Pastor** – Pork tenderloin topped with pineapple and basted in Al Pastor sauce, an authentic spicy-sweet Mexican glaze made with Guajillo peppers.
- **Bacon-Wrapped Stuffed Shrimp Fajitas** – Wood-grilled, bacon-wrapped shrimp stuffed with jalapeno and blended cheeses.
- **Fajitas Pescado** – Tender, wood-grilled tilapia filets topped with creamy garlic sauce.
- **Mexican Sausage Fajitas** – Wood-grilled pork sausage seasoned with jalapeño and cilantro.

"Our Fajita Fiesta features a fantastic selection of flavorful, freshly prepared dishes so our guests can enjoy Fajitas in a number of different ways," added Lin. "Our guests know Abuelo's for our creative and

delicious flavors of Mexico and these incredible new Fajitas are consistent with our overall commitment to providing the very best Mexican dining experience in America.”

In addition to the four new Fajita Fiesta specialties, Abuelo’s has also elevated the mixture of vegetables its Fajitas are served with, from the standard grilled onions and peppers. All Fajitas are now served on a bed of garden-fresh mixed vegetables including red and green peppers, onions, broccoli, zucchini and yellow squash and more. Wrapping choices include the traditional warm flour tortillas or new choices of warm corn tortillas or fresh Romaine lettuce leaves for a more health-conscious option. All Fajitas are served with Abuelo’s homemade guacamole, sour cream, shredded cheeses, pico de gallo and charro beans.

During the Fajita Fiesta promotion, Abuelo’s will also be showcasing its traditional Fajita flavors including wood-grilled, marinated chicken, steak and Yucatan shrimp, as well as new Vegetarian Fajitas featuring fresh mixed vegetables and served with cilantro lime rice.

Commenting on the promotion, Neil Culbertson, Abuelo’s Chief Marketing Officer, said, "We’ve definitely taken our Fajitas up to the highest level and, in our minds, we believe no one can compare to Abuelo’s. We are priming our markets with a variety of new radio and print ads featuring our own Executive Chef Luis Sánchez, as well as in-store materials, email marketing and social media support, and we believe that our strong marketing and promotional plans will deliver great results."

Abuelo’s Fajita Fiesta runs in all Abuelo’s restaurants nationwide through August 8, 2011.

About Abuelo’s Mexican Restaurants,

Since its first opening in 1989, Abuelo’s has consistently been on the leading edge of Mexican cuisine, combining menu creativity, outstanding food and beverage quality, colorful plate presentations and superior service in an impressive Mexican courtyard-themed atmosphere. Owned and operated by Food Concepts International of Lubbock, Texas, Abuelo’s has received national accolades as the top-ranked Mexican food restaurant, one of America’s top chains, and for offering great meals for less than \$20. The company currently has 40 restaurants located in 15 states throughout the United States and is currently constructing its 41st location in Fort Worth, Texas at the Hulen Mall. For more information, visit www.abuelos.com.

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EDITOR’S NOTE: Photos of Abuelo’s new Fajitas are available, if needed. Please contact Melanie Carroll at melaniec@food-concepts.com.