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## ***Moe's Southwest Grill Expands Restaurant Experience for Kids***

*Fast-Casual Powerhouse Seeks to Carve Niche for Itself by Catering to Families*

**ATLANTA (June 26, 2007)** – When dining out with the children, there is often a delicate balance between food quality and convenience. Parents are often forced to choose between a place that feels more like a playground and a casual restaurant where the attention spans of most kids is long gone by the time the meals arrive. Fortunately for moms in this predicament, Moe's Southwest Grill offers a viable alternative.

The Atlanta-based burrito chain has always been a place where on-the-go parents can enjoy healthful southwestern meals prepared fresh while also providing their children with a variety of menu options that meet the demands of an energetic and active lifestyle. Realizing that there are not many restaurant options that can meet this criteria, Moe's is revamping its kid's menu to enhance the dining experience for children with a newer kid-friendly feel while still providing the atmosphere that brought the parents there in the first place. Moe's is the first among the largest players in the fast-casual Mexican segment to actively reach out to families with children.

Moms and dads will begin noticing the results this summer, as Moe's will offer interactive puzzles, cards and board games with their kids' meals aimed to keep their little fans engaged and happy while they are eating their made-to-order Moe's favorites. And of course, families will continue to be greeted with the signature "Welcome to Moe's!" upon entering the restaurant.

Moe's current menu offerings include kids-sized tacos, quesadillas and burritos with playful names such as the Moo Moo Mr. Cow.

Reasonably priced and custom-made with a wide variety of healthful choices, Moe's provides an pleasant dining experience for the whole family and the addition of games and activities for the kids brings that much more enjoyment to the Moe's experience for busy families.

In an attempt to capitalize on a consumer research study that said 89 percent of parents viewed Moe's as a comfortable place to bring their children , the restaurant partnered with Creative Consumer Concepts (C3), the largest kids-focused brand marketing agency in the nation, to increase the overall brand recognition and restaurant experience for the under-12 audience.

"Research has shown that families with kids comprise a large portion of our consumers," said Matt Andrew, brand leader for Moe's Southwest Grill. "We felt that by creating interactive puzzles and games, we could add value to the family dining experience as well as expand the kids' interest in our offerings. Now, when kids hear 'Welcome to Moe's,' they know that they are going to get a flavorful meal with chips as well as an activity to keep them entertained and cheerful."

Parents can also eat happy knowing that their children are receiving a delicious meal made with the freshest ingredients, without MSG or heavy processing, perfect for their growing tyke. Not only that, but the kids premiums will be thought-provoking puzzles and games that will force the kids to use their brain energy while polishing off their Moe's favorites.

Moe's approach to catering to its under-12 audience extends beyond the restaurant with the creation of their micro-website aptly titled Mini Moe, which provides young fans of the brand with fun, educational games and coloring sheets. This makes Moe's an ideal option for birthday parties, sleepovers or a trip to the pool with some friends.

The Moe's kids' meal bag debuting with Moe's tic-tac-tortillas as the premium inside the colorful bag printed with riddles, puzzles and games is available in all of Moe's more than 350 locations.

### **About Moe's Southwest Grill**

*Moe's Southwest Grill is a neighborhood burrito place offering fun, fresh Southwest flavors with a healthy twist. The Atlanta-based company was founded in December 2000 and currently has 800 franchise units signed and more than 350 operating throughout 36 states. Moe's Southwest Grill ranks number 2 in Technomic's 2006 Top 500 Fastest Growing Chains and number 11 in Inc. Magazine's 2005 Top 500 ranking of the fastest-growing private companies. For more information, visit [www.moes.com](http://www.moes.com).*

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