



**FOR IMMEDIATE RELEASE**

**Contact:** Lauren McGowen  
404-705-4409  
[lmcgowen@focusbrands.com](mailto:lmcgowen@focusbrands.com)

**Moe's New Joey Jr. Bundle Is Easy on the Waistline and the Wallet**

*- Now introducing the Joey Jr. with chips, salsa and a drink -*

**ATLANTA, Ga. (January 3, 2009)** – Moe's Southwest Grill is best known for giant, jammed packed burritos but understands that bigger is not always better. For those attempting to cutback on spending and consumption, Moe's is now offering the Joey Jr. Bundle with chips, salsa and a drink for \$4.99 at participating locations.

The Joey Jr. burrito includes the same ingredients guests love in the Joey Bag of Donuts: a choice of protein, black or pinto beans, rice, pico de gallo, lettuce and shredded cheese wrapped in a warm tortilla. However, the Joey Jr. is perfectly portioned between a full-size burrito and a kid's item.

"For many adults and teenagers, the Joey Bag of Donuts is too much," explains Sara Riggsby director of marketing for Moe's. "We noticed women and tweens in particular struggling to finish an entire adult-size burrito. The Joey Jr. Bundle enables us to offer a whole meal at right-size portion and a price that people can manage amidst this tough economy."

The new Joey Jr. Bundle is available at participating locations until March 1.

**About Moe's Southwest Grill®**

Moe's Southwest Grill is a fast-casual concept featuring fresh southwest fare in a fun and engaging atmosphere with over 400 locations nationwide. At Moe's, each meal is prepared right before your eyes and is accompanied by free chips and salsa, including the Homewrecker burrito, the Billy Barou nachos, and the Close Talker salad. Founded in 2000, Atlanta-based Moe's Southwest Grill was named a Top Ten Growth Chain by *Restaurant Hospitality* in 2007 and is a Gold Award winner of the 2008 Consumer's Choice in Chains Awards. For more information, visit [www.moes.com](http://www.moes.com).

**About FOCUS Brands Inc.®**

FOCUS Brands Inc.® is the franchisor and operator of over 2,200 ice cream stores, bakeries, restaurants and cafes in the United States, the District of Columbia, Puerto Rico and numerous foreign countries under the brand names [Carvel®](#), [Cinnabon®](#), [Schlotzsky's®](#), [Moe's Southwest Grill®](#) and the franchisor of Seattle's Best Coffee® on certain military bases and in international markets. Based in Atlanta, the primary objective of FOCUS Brands is to "FOCUS on making people happy." Please visit [www.focusbrands.com](http://www.focusbrands.com) to learn more.

###