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Moe's Goes Mobile to Introduce the Phil E. Burrito and Quesadilla

- The launch of Moe's latest creation features two crowd favorites: texting and queso -

ATLANTA, Ga. (March 2, 2009) – The secret ingredient and the main distinction between the Phil E. and the Philly: Moe's queso. Available until May 31, Moe's Phil E. burrito and quesadilla feature grilled sirloin steak, sizzling peppers, onions and mushrooms, shredded cheese, and last, but certainly not least, Moe's queso all wrapped in a warm tortilla.

“At Moe's, we create limited time offers that fuse Mexican flavors and American favorites,” explains Dan Barash, director of research and development for Moe's Southwest Grill. “The flavors in a traditional Philly Cheesesteak are already widely loved, but when you add Moe's spicy white queso and a flour tortilla, the marriage of the flavors is incredible.”

To promote the new Phil E., Moe's is launching its first nationwide mobile campaign. Guests who text MOES to 46786 will receive two dollars off of their next Phil E. purchase. The company began working with Fishbowl in January to build its VIP mobile database and has since added nearly 5,000 numbers. Moe's is working with Opt It, Inc. to execute its first text messaging campaign.

“We want the portion of our customer base that does not typically clip coupons out of the Sunday paper to have easy access to the great deals Moe's offers,” explains Sara Riggsby, director of marketing for Moe's Southwest Grill. “The large number of people who opted-in on our Web site to receive mobile offers even before the promotion began is exciting for us.”

The Phil E. burrito and quesadilla are served with free chips and salsa at participating locations nationwide.

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.

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 to learn more.

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