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Moe's Gives 'Freshness' a New Meaning with the Southwestern Cobb Salad

- The nation's favorite neighborhood burrito place has added a new salad to the mix for a limited time -

ATLANTA, Ga. (May 6, 2008) – The Homewrecker burrito and the John Coctostan quesadilla have some serious competition this summer as the Southwestern Cobb Salad joins the Moe's Southwest Grill® menu for a limited time. Moe's®, the fast growing fast-casual concept known for its fresh made-to-order southwest fare, is adding unique summer flavors to the menu with the introduction of the concept's fourth limited time offering.

The Southwestern Cobb Salad comes complete with chopped romaine lettuce topped with your choice of protein, bacon, fresh mango, cucumber, shredded cheese, pico de gallo, olives and cilantro then finished off with a drizzle of Moe's new guacamole ranch dressing.

“After testing the new salad at a variety of locations, we are ready to share it with consumers nationwide. We learned that our guests are ready for fresh, new flavors, which is why adding distinctive ingredients like guacamole ranch dressing and fresh mango makes perfect sense for us,” explains Daniel Barash, director of research and development for Moe's Southwest Grill. “The cilantro, cucumbers and pico de gallo made fresh everyday give it a refreshing finish, ideal for a satisfying meal on a hot summer day.”

The Southwestern Cobb Salad is available at all 384 Moe's locations nationwide from May 6 until June 30.

About Moe's Southwest Grill

Moe's Southwest Grill is the neighborhood burrito place offering flavorful Southwestern fare with a healthy twist. With nearly 400 locations across the country, Moe's Southwest Grill serves only the freshest ingredients prepared right before your eyes, including the Homewrecker burrito, the Billy Barou nachos, and the Close Talker salad, in a fun and welcoming atmosphere. Founded in 2000, Atlanta-based Moe's Southwest Grill is ranked the #1 fast-casual chain based on change in system-wide sales according to QSR Magazine and the #2 fast-casual chain under 300 units in 2006. 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 military bases and in certain 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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