

Pollo Campero launches first Minnesota restaurant in St. Paul

Strong Latin American community creates perfect atmosphere
for legendary Latin chicken chain

ST. PAUL, Minn. – Dec. 13, 2010 – Pollo Campero’s legendary Latin chicken is making its first appearance in Minnesota on December 14. A new restaurant opening today at 1572 S. Robert Street will heat up chilly St. Paul. The local economy should warm up, too, thanks to more than 50 new jobs.

“We are excited to bring Pollo Campero to West St. Paul, with its vibrant Central American community,” said Luis Gutierrez, president of Palm Food, the franchisee that owns the new location. “For people from Central America, Campero allows them to revisit some of their favorite childhood memories. But we want to expand our customer base much further, introducing all of St. Paul to an entirely new way of enjoying chicken, with the incredible flavors and unique sides that make Campero special.”

Luis Gutierrez and his brother, general manager Carlos Gutierrez, grew up in El Salvador, where Pollo Campero serves as the gold standard for quick-service restaurants. Their company already serves the Latin American community at other local businesses, including a grocery store and check cashing outlet. When these entrepreneurs saw how many of their customers at other businesses probably grew up enjoying Campero, they saw an opportunity to serve the community further.

“Minnesota is a fantastic State, and we’re thrilled to open our first restaurant here,” said Roberto Denegri, Campero USA president and chief operating officer. “We’re confident that Minnesotans will enjoy this new quick-service alternative, the incomparable taste of our chicken, and the fast, friendly and clean atmosphere that has made Pollo Campero famous around the globe.”

Pollo Campero’s food is freshly prepared each day. Fried and grilled chicken is marinated, sending the distinctive Campero flavor all the way to the bone. Fried chicken is hand-breaded in seasoned flour and slowly pressure-cooked without trans-fats, resulting in a flavorful and juicy meal. Grilled chicken features the taste of lime and orange juices, red bell peppers, and a special blend of Latin herbs and spices.

Side dishes include a mix of Latin and traditional American dishes, including Campero beans, Campero rice, black beans and white rice, yuca fries, sweet plantains, Cole slaw, French fries and mashed potatoes. Customers can choose from soft drinks, iced tea or specialty Latin drinks like horchata and tamarindo.

In 1971, Pollo Campero was founded in Central America with a focus on flavor. The family-owned operation quickly grew into a Latin American treasure. In 2002, Pollo Campero launched its first restaurant in the United States. When stores have opened in new cities across America, Pollo Campero fans have lined up for hours to experience their first taste of Latin chicken on U.S. soil.

About Pollo Campero

The world's largest Latin chicken restaurant chain, Pollo Campero offers its customers "Flavor You Can't Campero." The company serves more than 85 million customers each year at more than 300 restaurants in 12 countries around the globe. This includes almost 50 locations already open in the United States, with additional stores slated for this year. For more information, visit www.campero.com.