

Now Serving at Wal-Mart: Pollo Campero's Delicious Latin Chicken

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World's Largest Latin Chicken Restaurant Chain Now Offering Wal-Mart Customers The Choice of Great Tasting Grilled and Famous Fried Bone-in Chicken

Pollo Campero, the world's largest Latin chicken restaurant chain, has opened a restaurant in the Wal-Mart Supercenter in Rowlett, Texas, its first ever in a Wal-Mart Supercenter.

'Pollo Campero's unique offering of grilled and famous fried chicken creates a wonderful opportunity for Wal-Mart customers to experience the great taste and excitement of the world's largest Latin chicken restaurant chain,' said John Murphy, Wal-Mart Regional Vice President, North/Northeast Texas. 'We were attracted to Pollo Campero because of its unique, broad appeal to all our customers, providing a perfect complement to the Wal-Mart shopping experience. I'm impressed with the advance technology behind their food preparation and the highly trained team that will serve our customers -- great concept... great food!'

The new Pollo Campero restaurant is located inside the Wal-Mart Supercenter at 2501 Lakeview Parkway in Rowlett, Texas. Pollo Campero's goal is to open 20 more restaurants inside Wal-Mart stores in the U.S. by the end of 2009. The restaurant is a corporate store owned by Campero USA Corp., the U.S. division of Pollo Campero. A grand opening celebration for the new restaurant will be held May 15.

'Pollo Campero's presence in the store demonstrates Wal-Mart's sensitivity to its customers and underscores their commitment to enhance Latin American customers' experiences while bringing diversity to others,' said Robert Denegri, president and chief operations officer of Campero USA. Corp., which is headquartered in Dallas. "Pollo Campero's 35 years of quality customer service and its more recent and aggressive expansion plans in the U.S. will help grow our relationship with Wal-Mart.'

Founded in 1971 by the Gutiérrez family in Guatemala, Pollo Campero opened its first U.S. restaurant in 2002 to record-breaking sales. Since then, the company has opened 40 locations in the United States from California to New York and Florida. Having recently established headquarters in Dallas, Campero USA Corp. has launched an aggressive expansion plan.

Pollo Campero, the world's largest Latin chicken restaurant chain, and the only one to offer both grilled and bone-in fried chicken, is expanding aggressively in the United States by continuing to serve the best Latin chicken in the world. The company's mission is to win the heart and palate of its customers with flavorful, authentic food, an exceptional experience and uncompromising quality. With 290 stores worldwide and 40 so far in the United States, Pollo Campero is actively seeking new franchisee partners.

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