



Moe Matters

April 2011



Moe Specials

*Cannot be combined with any other offers or coupons.
Valid on dine-in and carry out orders.*

Kids Eat Free Sunday

All day, get one kid's meal free with each Make-it-a-Meal purchase. Kids must be 12 or under.

Tuesday Free Kid's Night after 5pm

(Valid only in Wilmington & Rehoboth)

Get one kid's meal free with each purchase of a Make-it-a-Meal
Kids must be 12 or under.

FIVE-IN-TEN CARDS **New!**

New MoesDE loyalty cards start April 4!

The new Five-in-Ten loyalty card is a twist on the previous Buy Nine card. You receive a punch on the card for every entrée or Make-it-a-Meal you purchase over \$4.99. On the fifth punch, you will get \$2 off a purchase of \$4.99 or more, which means you get rewarded sooner. On the tenth punch, you'll receive \$3 off a purchase of \$4.99 or more, for a total of \$5 after ten punches. So, that's how we get the name "Five-in-Ten." Only one punch will be made on a card per visit. Each guest must have their own card.

CINCO DE MOES!

Thursday, May 5, 2011

Cinco de Moes, a.k.a. Cinco de Mayo is just around the corner. Please check the in-store posters to see how each Delaware Moe's plans to celebrate! All stores are celebrating now by giving out Cinco de Moe's Scratch off cards. Read next column for more info.

CLOSED ON EASTER


Hoppy Easter!

As we approach Easter, remember Moe's offers both fish tacos and fish on our Closetalker salads. They are perfect meals for Fridays. In addition, we offer vegetarian items for those of you who are not eating meat during Lent.

A reminder that all Delaware Moe's will be closed on Sunday, April 24 in celebration of Easter.
We hope you all have a wonderful Easter!

CINCO DE MOES SCRATCH OFFS

April kick off for Cinco de Moes

Cinco de Moe's Scratch-Off tickets arrive April 4! The rules are new for this game; not all tickets are winners. Tickets will be distributed as long as supplies last. Read contest rules on the back. 

LIMITED TIME OFFER—SPICY TRIO

Rock your taste buds

Moe's new Spicy Queso and Jalapeno Sour Cream are the featured ingredients of the Spicy Burrito, Quesadilla and Rice Bowl. The contrasting sensation of the cool sour cream with the fiery jalapeno adds a bold twist to this hot new menu item.

The Spicy Queso, which features the smoky chipotle flavor of Moe's Hard Rock n Roll Sauce combined with its famous Queso, can now be enjoyed as a side item with any meal in addition to the Spicy Trio. This LTO is available from March 21 until May 15, 2011.

PARDON OUR DUST

One down, two to go

We are happy to announce that renovations in Rehoboth Beach have been completed! Let us know what you think. The renovations at the Brandywine Town Center store have started. Check the signs for possible adjustments to Sunday hours of operation or feel free to call the store.

MOVIN' UP & IN

Promotions and Additions

Please join us in congratulating Morgan and James who have been promoted as key managers in Rehoboth Beach. And Josh in BTC, who has also been promoted as a key manager. Congratulations on your promotions!

CREW CELEBRATIONS

Happy Birthday & Happy Anniversary

BIRTHDAYS

RB: Apr 2 Justin; **BTC:** Apr 4 Mike & Daniel;
Bear : Apr 28 Paul **Corp :** Apr 30 Kimberly

TWO YEAR ANNIVERSARIES

RB: Apr 12 Branden-**Bear:** Apr 13 Katlin
BTC: Apr 16-Alphonso



MOE'S SCRATCH "5" & WIN

Win Menu Items, Tee Shirts, Hats, Frisbees and Much More!

Beginning April 4th visit any Delaware Moe's Southwest Grill and receive a free CINCO de MOES scratch off card while supplies last.

- Scratch off ONE and ONLY ONE hat.
 - If you reveal a "5" (a.k.a. cinco), you win.
 - If you reveal a "Sorry," you did not win this time, play again and try your luck next time.
 - Scratching off more than one hat voids the ticket and it cannot be redeemed.
- Scratch off the prize symbol to reveal the prize that you won.
- Redeem by submitting the winning ticket to the cashier (one redemption, per visit).
- Prizes include Moe's tee-shirts; hats and visors; Frisbees; \$1.00 or \$2.00 off purchase of entrée and "Make-it-a-Meal," free cup of queso with purchase of both an entrée and "Make-it-a-Meal," free "Make-it-a-Meal" upgrades . . . and much more!!!

RULES

1. Purchase not required.
2. Winning tickets expire 5/31/11.
3. One ticket redemption, per customer per visit.
4. Must be 18 or older to play.
5. Winning tickets may not be combined with any other offer.
6. Cards may be obtained and redeemed only at participating Delaware Moe's Southwest Grills while supplies last.
7. Scratch off only "1" (one) Hat to find a "5" (five). Ticket is VOID if more than "1" (one) Hat is scratched.
8. Claim your prize by turning in your ticket into the cashier.
9. Odds of winning a prize are 1 in 3.
10. One ticket given per person per purchase.
11. Without purchase, one ticket given per person, per day.
12. For a copy of these rules go to www.moesde.com.