



Moe Matters

February 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

(Valid only in Wilmington & Rehoboth)

Get one kid's meal free with each purchase of a
Make-it-a-Meal
from **5pm to closing**. Kids must be 12 or under.

\$1 off Burritos on Random Mondays

Give the cashier the new secret password from our MoesDE Facebook page at check out for \$1 off a burrito on Mondays picked at random.

DISCOUNT EXPIRATIONS

Hurry in and use it!

This is a reminder that the football scratch-off cards expire on Sunday Feb. 6, 2011 and the blue \$5 Moe Money coupons expire Feb 14. Now watch for the return of the Buy Nine Card. Also, find more discounts by "Liking" us on Facebook.

SALAD LOVERS REJOICE

New Lettuce "Romaines" to be seen

We are excited to let all you salad lovers know that Moe's has decided to replace iceberg lettuce with romaine lettuce in our fresh delicious salads. Shortly you'll see and taste the difference that this makes in our already yummy salads. Enjoy!

PARDON OUR DUST

Mild Makeover

You may have noticed that the Delaware Moe's have some peeling, spackle, patching and painting going on. Each store is getting a little face lift in conjunction with some nationwide changes to the "look and feel" of Moe's. Please "bear" with us as we upgrade; the results will be worth the wait.


FUNDRAISERS

Mo' money for your organization

The staff of the Cape Henlopen High School Yearbook and Newspaper requests your support at their fundraiser on Thursday, February 24 from 5pm to 8pm. All you need to do is come in and purchase a Moe's meal on that day and bring some friends. The more revenues raised, the more money they make!

MOE'S NEW FOOD MISSION

The successful marriage of healthy & delicious

Leave it to Moe's Southwest Grill to enhance their menu with gluten-free and low-fat options for a healthier you. Not only that, but conscientious Moe's guests will be happy to know that they are enjoying hormone-free chicken, beef and pork. Plus all items are MSG and trans fat free. Read the back of this newsletter to read the details regarding Moe's new food mission from Moe's press release. 

Some interesting new changes have been made to the menu board in concert with the new food mission. The main thing you will notice is that the menu has been simplified with streamlined entrées and contains value-added changes, i.e., many extras are now included in the price under FRESH FREE INGREDIENTS. The extras that are now included are items like grilled veggies, pico de gallo, and sour cream. The main items that cost more are: guacamole, extra meat, and queso. Take a close look at the menu to see the value you now get with your favorite meals.

MOVIN' UP & IN

Promotions and Additions

Please join us in congratulating Torie who has been promoted from key manager to assistant manager in Bear. And please welcome Sarah as our new key manager in Rehoboth Beach. Also, we would like to welcome back Laura, who has recently joined the catering team in Rehoboth Beach. Morrisey Management strives to promote from within and enjoy having former staff members return to the fold!

CREW CELEBRATIONS

Happy Birthday & Happy Anniversary

BIRTHDAYS

RB: Jan 4- Branden; Feb 12-James

Bear: Jan 3-Adam; Feb 8-Dalasini Feb 25-Katlin

Corporate: Feb 23-Tim

ANNIVERSARIES

Bear: Jan 5 Adam-one year

BTC: Jan 10 Andrew-one year; Feb 11 Tamara-2 years!

MOE'S NEW HEALTHY MENU SENDS GUESTS ON A FOOD MISSION . . . SHOULD THEY CHOOSE TO ACCEPT IT

New Food Mission Makes Healthy Eating Easy for Those on Vegetarian, Low-Cal or Gluten Free Diets

ATLANTA, GA – Jan. 24, 2011 – Moe's Southwest Grill, the fun, engaging and fast-casual restaurant, has made its own New Year's Resolution. Starting today, Moe's redesigned menu boards will feature a new food mission wheel "steering" guests to select delicious and healthy choices. Showcasing even more healthy menu options than ever before, Moe's makes it easy for the whole family to make smart and tasty ordering decisions.

We've ALWAYS known, but did you? Moe's has always had the highest standards. Never having used microwaves, animal fat, lard or MSG, Moe's offers guests nothing but the best with over 20 fresh ingredients including hormone-free grilled chicken, beef and even organic tofu.

No gluten? No problem. Offering more than 20 gluten-free ingredients, Moe's allows those on a gluten-free diet to indulge like never before. Delectable and customizable menu options range from burritos to rice bowls to salads. With the growing number of Americans affected by gluten allergies, Moe's chicken, steak, tofu and pork are all prepared gluten-free and ready to be devoured at a "Moe-ment's" notice!

Attention Veg-Heads! The days of eating just rice and lettuce when out with friends are now over. Look no further than Moe's where vegetarians are VIP. Not only are the shredded cheese and sour cream free of gelatin and animal rennet, but the grilled onions, peppers and mushrooms are prepared on a totally separate grill from the meat products. Organic grilled marinated tofu provides a tasty protein option, accompanied with any number of fresh produce and black beans or a side of freshly prepared pico de gallo.

Lightening up? Feel good and show-off your choices at Moe's with an entire menu of calorie-conscious options showcasing drool-worthy meals less than 450 calories. Salads or burritos featuring tofu or chicken, crisp produce, fresh salsa and grilled veggies easily fit in with a healthy eating lifestyle. Moe's online nutritional calculator at www.moes.com provides additional support for those who want to further slice and dice their menu options!

Flexitarians Unite! The newest diet option – be flexible about when and where you choose to be vegetarian or a meatatarian! Not only catering to those with special dietary needs, Moe's also offers self-help in the form of a burrito for those simply looking to incorporate a flexible, yet tasty and healthy eating plan. Moe's guests are guaranteed delicious and fresh options whether just dabbling in vegetarianism or on a gluten-free or low-cal diet.

Moe-tivated! Moe's thinks the world of the planet and is mindful of environmental impact and nutritional content. Serving food that sustains resources with the best possible option is vital to Moe's ideals and company practices. Whether Moe's is encouraging franchisees to purchase produce locally, provided Moe's safety and quality standards can be met, or serving cage- and hormone-free chicken and grain-fed pork, Moe's tries to do the right thing by the animals and the earth – and its customers.