



Moe Matters

October 2011



MOES SPECIALS

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

Cinco Day Special

Get a regular Joey Burrito with chicken, ground beef or tofu for \$5 on the 5th of every month.
(steak, pork, fish are extra)

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

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

FOOTBALL FRENZY SCRATCH OFFS

You have to play to win!

The Football Frenzy game is already hugely popular. Guests may receive one scratch off card per visit through January 1, 2012 or until supplies last and at the rate we're going, it won't be long. Each card has two ways to win. Instant prizes include Burritos for a Year, a catered Tailgate Party for up to 10 people before a game of your choice; Free Burritos; \$2.00 off purchase of any Make-it-a-Meal . . . and much more!!! Contest rules are on the other side.

JUVENILE DIABETES RESEARCH FOUNDATION

Moe's donates \$\$ every time you MIAM

Moe's Southwest Grill continues our fundraising campaign and partnership with the Juvenile Diabetes Research Foundation (JDRF). As a customer, you can help by simply purchasing a Make-it-a-Meal (MIAM). A portion of the proceeds from every MIAM will be donated to JDRF until we hit \$100,000 (through Feb. 28, 2012).

SUPPORT CONCORD HS FOOTBALL

Stacks- Salsas- Soup

Support the Concord High School Football Boosters by eating in (or carrying out) at Moe's in the Brandywine Town Center on Thursday, Oct. 6 from 5pm-9pm. The more you purchase, the more money they raise; it's that simple! See www.moesde.com for more fundraising information.

MO' LIMITED TIME OFFERS (LTOs)

Stacks- Salsas- Soup

Surprise your taste buds. Say "Bye Bye" to The Summer LTOs: Ancho Lime and Roasted Corn Poblano Salsas and say "Hello" to Smokey Tomato and Black Bean Salsas. Expect the switch to accompany your favorite entrée around October 17.

Finally back--Baja Chicken Enchilada Soup and Hearty Southwestern Chili. Don't forget you can get soup or chili with your Make-it-a-Meal.

A FOOLPROOF HOLIDAY GIFT

Moe's Gift Cards

The adorable photo of your kid that you carry in your wallet can now serve a whole new purpose. Get a customizable Moe's gift card for the whole family! Just go to www.moesgiftcard.com and click on *Moes Custom Gift Card Orders* to transform your favorite photo into a Moe's Gift Card.

Or in-store, you can purchase a Moe's gift card worth \$25 or more and receive a \$5 Moe Buck good on a future purchase; while supplies last.

BUY ONE GET ONE FREE SUNDAES!

Treat a friend or family member on Wednesdays

Carvel Ice Cream in the Rehoboth Beach Moe's offers Buy One Sundae and Get One Free (of equal or lesser value) every Wednesday. Real soft-serve ice cream Sundae selections include: hot fudge, hot caramel or a strawberry sundae. Wilmington and Bear customers will see the arrival of Carvel around early November.

CREW CELEBRATIONS

Happy Birthday & Happy Anniversary

Congratulations to James on his promotion

to Asst. Manager in RB &

Welcome Gary, our newest manager in RB!

BIRTHDAYS

RB: 10/9 Susan; 10/23 Laura; 10/28 Lindsay;

BTC: 10/23 Brian; 10/27 Luke; 10/30 Josh, Kevin & Pat M

ANNIVERSARIES

BTC: 10/6 Jordan-3 years; 10/28 Paul-1 year

Bear: 10/21 Ashley-2 years 10/28 Grafton-4 years!



MOE'S FOOTBALL FRENZY

Win Burritos for a Year or A Tailgate Party Of Up To 10 People!

Beginning, September 18th, 2011, visit any Participating Moe's Southwest Grill and receive a free Moe's Football Frenzy scratch off card while supplies last.

Each scratch off card has two ways to win.

- Scratch off the 4 DOWN markers and add the number of total yards. If the total equals 10 or more yards, you win the prize shown under the helmet.
- Scratch off the 4 DOWN markers, if you get a "FOOTBALL" symbol under any one, you win the prize under the helmet automatically.

Instant prizes include Burritos for a Year, a catered Tailgate Party for up to 10 people before a game of your choice; Free Burritos; \$2.00 off purchase of any make-it-meal; Free cup of soup or chili and much more!!!

RULES

1. Purchase not required.
2. Instant win tickets expire 2/5/12.
3. One redemption, per customer, per visit.
4. Winning tickets may not be combined with any other offer.
5. Cards may be obtained and redeemed only at participating Moe's Southwest Grills while supplies last.
6. Claim your instant prize by turning in your ticket into the cashier.
7. Claim the Tailgate Party or Burritos for a Year by turning in your winning ticket into the manager on duty.
8. Odds of winning a prize are 100%.
9. For complete rules go to www.moesde.com.

Moe's of Wilmington

Target Shopping Center
5311 Brandywine Parkway
Wilmington, DE 19803
302.478.8002

Moe's of Bear

Governor's Square II
1241 Quintilio Drive
Bear, DE 19701
302.832.MOES(6637)

Moe's of Rehoboth

Safeway Shopping Center
19226 Coastal Highway
Rehoboth, DE 19971
302.226.4266

Moe's of Millville

2188 North 2nd St.
Millville, NJ 08332
856.825.3525