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FOR IMMEDIATE RELEASE

### **Abuelo's Announces New Executive Appointment**

LUBBOCK, Texas (January 10, 2011) – Abuelo's, one of the nation's leading Mexican dining concepts, today announced the addition of a restaurant industry veteran to its executive roster as the company looks forward to growing its business as the economy rebounds.

Abuelo's has hired Neil Culbertson as Chief Marketing Officer for the brand. Culbertson will be focused on providing strategic direction and supervision to the company's marketing efforts to increase same store sales and traffic, create greater brand awareness and develop better brand consistency. Culbertson was formerly the CMO of Red Robin from 1999 to 2002. Following Red Robin's IPO in 2003, Culbertson formed his own marketing consultancy firm, Growth Partners.

Culbertson will be taking on this role with Abuelo's through his Growth Partners business model which provides CMO expertise and depth of experience for select companies that are at a stage where they can benefit from a highly experienced marketing executive, but at a fraction of the price of a full-time CMO.

"We are tremendously excited to have Neil join the Abuelo's team," said Bob Lin, president of Food Concepts International, Abuelo's parent company. "Based on all the accolades and awards we have won driven by consumer surveys, we are confident that we deliver one of the top restaurant dining experiences in casual dining and have a core set of raving fans in all our markets. We think Neil will help us tell our story more effectively to reach more guests and help us accelerate the growth of our fan base."

"I want to congratulate the Abuelo's Team on creating a differentiated, powerful concept. I look forward to working with them to take the Abuelo's brand to even higher levels of sales and profitability," said Culbertson.

**About Abuelo's Mexican Restaurants,**

Since its first opening in 1989, Abuelo's has consistently been on the leading edge of Mexican cuisine, combining menu creativity, outstanding food and beverage quality, colorful plate presentations and superior service in an impressive Mexican courtyard-themed atmosphere. Owned and operated by Food Concepts International of Lubbock, Texas, Abuelo's has received national accolades as the top-ranked Mexican food restaurant, one of America's top chains, and for offering great meals for less than \$20. The company currently has 40 restaurants located in 15 states throughout the United States. For more information, visit [www.abuelos.com](http://www.abuelos.com).

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