



## EL POLLO LOCO UNVEILS TWO NEW SIGNATURE BOWL CREATIONS

COSTA MESA, Calif., October 10, 2016 - El Pollo Loco (Nasdaq: LOCO), the nation's leading fire-grilled chicken chain, today announced the introduction of two new handcrafted bowls, available for a limited time only. The new Chicken Avocado Fajita and Triple Chicken Protein bowls join the Grande Avocado Chicken and Ultimate Double Chicken bowls on the Company's Signature Bowls menu.

"We are thrilled to introduce two new bowls to our menu and expand our lineup of signature bowls handcrafted with our signature fire-grilled chicken and authentic ingredients," said Ed Valle, Chief Marketing Officer at El Pollo Loco. "Bowl-based meals are becoming increasingly popular among consumers across the country and while bowls have been a staple on our menu for years, we are excited to unveil new ways for guests to try old favorites."

The Signature Bowls line includes the following:

- **\*NEW\* Chicken Avocado Fajita** - chicken, avocado, fajita vegetables, sour cream, black beans, rice, cheese, cabbage, and pico de gallo
- **\*NEW\* Triple Chicken Protein** - triple chicken, broccoli, sour cream, black beans, pico de gallo, onions, and cilantro
- **Grande Avocado Chicken** - chicken, avocado, sour cream, corn, beans, rice, cheese, cabbage, and pico de gallo
- **Ultimate Double Chicken** - double chicken, avocado, sour cream, beans, rice, cheese, cabbage, and pico de gallo

El Pollo Loco is passionate about creating Mexican-inspired entrees that are made with fresh ingredients and provide a healthier alternative to traditional food on-the-go. El Pollo Loco Grill Masters are devoted to preparing the brand's signature citrus-marinated chicken that is featured in the new signature bowl line. The two new bowls will be available through November 21, 2016 while the Grande Avocado Chicken and Ultimate Double Chicken Bowls will continue to be permanent core menu items.

## **About El Pollo Loco**

**El Pollo Loco** (Nasdaq:[LOCO](#)) is the nation's leading fire-grilled chicken restaurant chain renowned for its masterfully citrus-marinated, fire-grilled chicken and handcrafted entrees using fresh ingredients inspired by Mexican recipes. With more than 445 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah, El Pollo Loco is expanding its presence in key markets through a combination of company and existing and new franchisee development. Visit us on our website at [ElPolloLoco.com](#).

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