



EL POLLO LOCO LAUNCHES NEW CHICKEN TENDERS

COSTA MESA, Calif., August 29, 2016 – [El Pollo Loco](#) (Nasdaq: LOCO), the nation’s leading fire-grilled chicken chain, today announced the introduction of chicken tenders to its menu, available at participating locations, for a limited time only.

“At El Pollo Loco, we know chicken,” said Ed Valle, Chief Marketing Officer at El Pollo Loco. “Now we’re thrilled to give fans another way to enjoy El Pollo Loco by bringing chicken tenders to our menu.”

The limited time offering features all-white meat chicken that is lightly breaded and seasoned to create the ultimate chicken tenders. The new menu item is available in three, four and six piece meal options. Each meal is served with a side of coleslaw, French fries and choice of Creamy Cilantro, Ranch, BBQ or Honey Mustard for dipping.

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 440 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah, El Pollo Loco is expanding its presence in key markets like Houston and Dallas through a combination of company and existing and new franchisee development. Visit us on our website at [ElPolloLoco.com](#).

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