

FOR IMMEDIATE RELEASE

Contact: Christina Fumia
El Pollo Loco, Inc.
714.599.5230
cfumia@elpolloloco.com



CHICKEN CARNITAS, TAMALES-- BACK AT EL POLLO LOCO!

The flame-grilled chicken leader invites carnitas connoisseurs to ¡Feel the Mexcellence!™ and enjoy a mouthwatering variation of a regional favorite—with an El Pollo Loco twist!

COSTA MESA, Calif. (October 21, 2011) – The season to celebrate is upon us and El Pollo Loco gearing up to do just that! Back by popular demand and available through the New Year are the flame-grilled chicken leader’s Chicken Carnitas and much anticipated Chicken Tamales!

Always indulging the taste buds of its loyal chicken lovers, the culinary experts at El Pollo Loco have re-introduced this traditional Mexican dish--It’s carnitas with an El Pollo Loco twist. Namely, pollo! Starting Saturday, October 22, 2011 El Pollo Loco guests can enjoy Chicken Carnitas, prepared the traditional way with citrus juices and spices for authentic carnitas flavor and is available four different ways:

- **Carnitas Taco** combines El Pollo Loco’s tasty new Chicken Carnitas with diced onion, wedge of lemon and fresh cilantro piled in warm corn tortillas.
- **Carnitas Bowl** is a tasty twist on El Pollo Loco’s Pollo Bowl® with plenty of Chicken Carnitas served with diced onion, wedge of lemon, fresh cilantro and Pico de Gallo salsa atop Spanish rice and pinto beans.
- **Carnitas Burrito** combines Chicken Carnitas with diced onion, fresh cilantro, Spanish rice, pinto beans, melted Jack cheese and a mild salsa prepared with Poblano chilies and wrapped in a warm flour tortilla.
- **Carnitas Meal** features a generous portion of Chicken Carnitas accompanied by Spanish rice, pinto beans, wedge of lemon, warm tortillas and freshly prepared salsa.

“Our fans are always looking for new ways to enjoy the delectable taste of El Pollo Loco,” said Mark Hardison, vice president of marketing, for El Pollo Loco. “We’ve taken the craveable taste of carnitas and given it a mouthwatering new twist, the way only El Pollo Loco can.”

In addition to Chicken Carnitas, Chicken Tamales are back at El Pollo Loco! Inspired by the time-honored kitchens of Mexico, El Pollo Loco’s Chicken Tamales are made the traditional way with authentic corn masa, filled with delicately spiced chicken simmered in a rich Colorado chile sauce infused with Mexican herbs and spices, hand-wrapped in cornhusks, and then cooked to perfection. Our tamales are sold individually and in bundles of four served with a choice of our delicious fresh made salsas.

El Pollo Loco will communicate its limited time Chicken Carnitas entrees to consumers through a multimedia campaign that begins October 31, 2011 and includes general market and Spanish-language television spots that will appear in Los Angeles and select markets. In addition to television and radio advertising, a wide mix of point-of-purchase vehicles will be used, including roof banners, translites, window clings and drive-thru communication.

ABOUT EL POLLO LOCO

Headquartered in Costa Mesa, California, El Pollo Loco, Inc. currently operates nearly 400 restaurants located primarily in California, with additional restaurants in Arizona, Connecticut, Illinois, Nevada, Oregon, Texas and Utah. El Pollo Loco’s menu features its signature citrus-marinated, flame-grilled chicken in individual and family-sized meals served with warm tortillas, freshly prepared salsas and an assortment of sides. El Pollo Loco also serves a variety of Mexican-inspired entrees featuring the chain’s citrus-marinated, flame-grilled chicken, including Pollo Bowl® entrees, grilled chicken salads, grilled burritos, tacos and more. For more information, visit www.elpolloloco.com.

Follow El Pollo Loco on Twitter: <http://twitter.com/ElPolloLoco>

Like El Pollo Loco on Facebook: <http://www.facebook.com/ElPolloLoco>

###