



Fish Tacos--Back by Popular Demand at El Pollo Loco!

The chicken connoisseur reels in fish taco lovers with two tasty new varieties.

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The culinary experts at El Pollo Loco have given the fish taco a tasty new twist, the way only El Pollo Loco can. In restaurants now through mid-April 2012, El Pollo Loco will offer two new fish tacos-- the Classic Baja Fish Taco and the Spicy Chipotle Fish Taco.

Both tacos feature lightly beer battered Alaskan Pollock, sustainably fished from the very cold waters of the Bering Sea. The light beer batter takes on an extra kick of flavor with heat from Cayenne pepper. Beer battered Pollock filets are tucked into warm corn tortillas and topped with shredded cabbage and fresh cilantro. The Classic Baja Fish Taco is drizzled with a Baja-style Lime Crema sauce and the Spicy Chipotle Fish Taco is topped with Lime Crema sauce and a smoky hot Chipotle sauce. A slice of fresh lime adds a burst of citrus flavor to each taco.

El Pollo Loco's new limited time fish tacos are available individually and as a combo with a choice of any two fish tacos, a small Classic side and a small drink.

"Our new limited time Fish Taco offering underscores El Pollo Loco's commitment to flavor innovation and variety," said Ed Valle, chief marketing officer for El Pollo Loco. "For a refreshing twist on a Baja favorite, we've topped our beer battered fish tacos with two delicious new sauces."

El Pollo Loco will communicate its limited time fish tacos to consumers through a multimedia campaign.

General market and Spanish-language television spots will appear in select markets beginning January 2, 2012. Additionally, a wide mix of point-of-purchase vehicles will be used, including window clings, translites, and other in-restaurant 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, 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 <http://www.elpolloloco.com>.

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