



**FOR IMMEDIATE RELEASE**

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**EL POLLO LOCO RAISES THE (SIDE) BAR WITH THREE NEW PREMIUM SIDES!**  
***The flame-grilled chicken leader debuts tasty new ways to enjoy its  
fresh, natural citrus-marinated, flame-grilled chicken***

COSTA MESA, Calif. (March 25, 2011) – For tasty new ways to enjoy El Pollo Loco’s fresh, natural citrus-marinated, flame-grilled chicken, the chain’s culinary experts looked to the side and found inspiration in three sensational new accompaniments. Beginning Monday, March 28, 2011, El Pollo Loco guests will see three new Premium Sides on the menu: Flame-Grilled Corn, Sweet Corn Cake and Sweet Potato Fries.

Available at all El Pollo Loco locations, the three new Premium Sides will be joined by two additional Premium Sides, BBQ Black Beans and Fresh Vegetables, and eight Classic Sides: rice, pinto beans, mashed potatoes, corn cobbettes, coleslaw, Loco side salad, French fries and macaroni & cheese.

El Pollo Loco’s new sides deliver sensational flavor. The Flame-Grilled Corn features sweet corn off the cob fire-roasted to perfection and gently seasoned with chipotle en adobo and a squeeze of lime. The Sweet Corn Cake is a delicately sweet melt-in-your-mouth corn cake with additional bits of corn baked in. El Pollo Loco’s new Sweet Potato Fries are crisp, light and crave-able, prepared from seasonally harvested sweet potatoes that are lightly coated to preserve their natural sweetness.

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“Our new Premium Sides underscore El Pollo Loco’s commitment to flavor innovation and variety,” said Mark Hardison, vice president of marketing for El Pollo Loco, Inc. “Never before have we had such a robust selection of sides with 13 different choices. Creating your own special meal at El Pollo Loco has never been more fun or flavorful.”

As an additional incentive to try the new sides, beginning Monday, April 4 and scheduled to continue through Friday, June 24, 2011, El Pollo Loco will offer a FREE Large Side, Premium or Classic, with the purchase of any family meal.

El Pollo Loco will communicate its new sides to consumers through a multimedia campaign. General market and Spanish-language television and radio spots will appear in select West Coast markets beginning April 4, 2011. Additionally, a wide mix of point-of-purchase vehicles will be used, including window clings, translites, and other in-restaurant and drive-thru communication.

El Pollo Loco, Inc., a privately held company headquartered in Costa Mesa, California, currently operates more than 400 restaurants in 10 states: California, Arizona, Nevada, Texas, Oregon, Utah, Colorado, Illinois, Georgia and Connecticut. For more information, visit the company’s website at [www.elpolloloco.com](http://www.elpolloloco.com).

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