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EL POLLO LOCO RINGS IN THE NEW YEAR BY INTRODUCING FIVE NEW MEALS UNDER 500 CALORIES



Costa Mesa, Calif. (December 30, 2013) – Just in time to help consumers achieve their healthful eating New Year’s resolutions, El Pollo Loco unveiled today a new line-up of hand-crafted entrees that deliver the authentic flavors of Mexico, each under 500 calories. With an emphasis on El Pollo Loco’s all-natural, fire-grilled chicken breast, the 5 Meals Under 500 Calories Menu features reduced calorie entrees that don’t skimp on flavor.

The five meals featured on the menu are Mango Grilled Tostada, Black Bean Bowl, Avocado Salad, Avocado Burrito and Mango Taco Plate.

“We know keeping those New Year’s resolutions are a challenge and our calorie-counting customers want and deserve more than just a salad when they go out to eat,” said Ed Valle, chief marketing officer, El Pollo Loco. “El Pollo Loco has long been recognized for healthier options. Our new 5 Under 500 Calories Menu extends those offerings to give our guests more choices at a caloric count they can feel good about.”

The 5 Under 500 Calories Menu will be prominently displayed on in-store and drive-thru menu boards and easy for consumers to locate. Served a la carte or as part of a combo meal with a small drink, the new menu is available at all El Pollo Loco restaurants for \$5.99 each. Price and participation may vary.

(more)

The **Mango Grilled Tostada** features hand-sliced avocado, seasoned black beans, freshly chopped lettuce blend, citrus marinated, fire-grilled chicken breast, and sweet mango salsa all wrapped in a warm artisan whole wheat tortilla and made to order.

The **Black Bean Bowl** includes slow-simmered, authentically seasoned black beans, fresh steamed broccoli florets, citrus marinated, fire-grilled chicken breast, fresh pico de gallo salsa and hand-sliced avocado all topped with cotija cheese.

The **Avocado Salad** features slow-simmered authentically seasoned black beans, citrus marinated, fire-grilled chicken breast, hand-sliced fresh avocado, steamed broccoli florets, handmade pico de gallo salsa, all topped with cotija cheese and a light creamy dressing.

The **Avocado Burrito** contains citrus marinated, fire-grilled chicken breast, crispy cabbage, slow-simmered seasoned black beans, hand-sliced avocado and two varieties of fresh salsa: poblano and pico de gallo all wrapped in a fresh, artisan whole wheat tortilla and grilled to order at the restaurant.

The **Mango Taco Plate** features citrus marinated, fire-grilled chicken breast, crispy green cabbage, handmade pico de gallo salsa and mango salsa, and topped with fresh cilantro all wrapped in a warm white corn tortilla and served with a side salad of freshly chopped lettuce, slow-simmered seasoned black beans, hand-sliced avocados, cotija cheese and dressed with a light creamy salad dressing.

About El Pollo Loco

[El Pollo Loco](#) is the nation's leading fire-grilled chicken chain which operates more than 400 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah. El Pollo Loco masterfully citrus-marinated and fire-grills chicken and handcraft entrees using fresh ingredients inspired by authentic Mexican recipes. Chicken meals are available in individual, family and catering-sized portions. Some say the lengths we go to create fresh, delicious food are crazy. We say it's Crazy You Can Taste. Visit us on our website at ElPolloLoco.com.

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