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EL POLLO LOCO FEATURES FAJITAS IN TWO NEW ENTREES

Chicken Fajita Stuffed Quesadilla and Avocado Fajita Salad Headline Menu Board

Costa Mesa, Calif., (July 2, 2013) - El Pollo Loco, the nation's leading fire-grilled chicken chain, introduced today the new Chicken Fajita Stuffed Quesadilla and Avocado Fajita Salad, both of which feature red and green bell peppers and onions seared to perfection.

"We pride ourselves in developing flavorful, great tasting entrees inspired by authentic Mexican recipes and believe our Chicken Fajita Stuffed Quesadilla and Avocado Fajita Salad well represent this brand promise," said Ed Valle, chief marketing officer, El Pollo Loco. "These new items truly epitomize our QSR-plus strategy of offering premium citrus-marinated, fire-grilled chicken with handcrafted entrees."

The Chicken Fajita Stuffed Quesadilla features El Pollo Loco's signature citrus-marinated, fire-grilled chicken, seared peppers and onions, Monterey Jack cheese, and hand-sliced California avocado, dressed with poblano cream sauce and sprinkled with fresh cilantro served in a warm flour tortilla. Served as a component of the three-course family meal (alongside 8- or 12-pieces of chicken, large rice and beans and four churros), the Avocado Fajita Salad features hand-sliced California avocado, homemade Pico de Gallo salsa, and black beans topped with creamy cilantro dressing. Upon request, the Avocado Fajita Salad can also be topped with citrus-marinated, fire-grilled chicken and served as an entrée.

The new Fajita entrees are available at all El Pollo Loco restaurants starting at \$5.49. Price and participation may vary.

About El Pollo Loco

[El Pollo Loco](#) is the nation's leading fire-grilled chicken chain which operates nearly 400 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah. El Pollo Loco masterfully citrus-marinates and fire-grills chicken and handcrafts entrees using fresh ingredients inspired by authentic Mexican recipes. Entrees 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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