



## EL POLLO LOCO INTRODUCES NEW GRILL MASTER POLLO BOWLS

### Craveable Ingredients Bring New Pollo Bowls to the Next Level

COSTA MESA, Calif., October 19, 2015 -- [El Pollo Loco](#) (Nasdaq: LOCO), the nation's leading fire-grilled chicken chain, today announced a new line of Grill Master Pollo Bowls. The new Fajita Bowl, Unwrapped Burrito Bowl and Mashed Potato Bowl are available for a limited time at all El Pollo Loco locations while the new Ultimate Double Bowl and Grande Avocado Bowl will remain on the core menu.

"Our new Grill Master Pollo Bowls combine fresh, unique ingredients for entrees that are absolutely delicious," said Ed Valle, Chief Marketing Officer at El Pollo Loco. "We go to great lengths to create the most flavorful combinations and we invite guests to try all five of our new Pollo Bowls and choose their favorite."

The new Grill Master Pollo Bowls are as follows:

- **Fajita Bowl** – Chicken, avocado, fajita vegetables, sour cream, jack cheese, cabbage, pico de gallo, pinto beans, rice
- **Unwrapped Burrito Bowl** – Chicken, avocado, jack cheese, cabbage, pico de gallo, poblano salsa, pinto beans, rice, whole wheat tortilla
- **Mashed Potato Bowl** – Chicken, broccoli, corn, mashed potatoes, gravy
- **Ultimate Double Bowl** – Double chicken, avocado, sour cream, jack cheese, cabbage, pico de gallo, pinto beans, rice
- **Grande Avocado Bowl** – Chicken, avocado, sour cream, corn, jack cheese, cabbage, pico de gallo, rice, pinto beans

The new Grill Master Pollo Bowls each start with El Pollo Loco's signature chicken which is citrus-marinated with an authentic Mexican recipe and fire-grilled over an open flame. The chicken is then chopped before it is added to the Pollo Bowl and combined with other fresh ingredients, for entrees worthy of the Grill Master name. It's Crazy You Can Taste.

**About El Pollo Loco**

[El Pollo Loco](#) is the nation's leading fire-grilled chicken restaurant chain renowned for its masterfully citrus-marinated and fire-grilled chicken and handcrafted entrees using fresh ingredients inspired by Mexican recipes. With more than 415 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah, El Pollo Loco is expanding its presence in key markets like Houston and Dallas through a combination of company and existing and new franchisee development. Some say the lengths to which we go to create fresh, delicious food are crazy. We say it's Crazy You Can Taste.

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