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EL POLLO LOCO BEEFS UP ITS MENU WITH NEW ENTREES
Shredded Beef, Mexican S'Mores added to menu board for limited time



Costa Mesa, Calif. (December 2, 2013) – El Pollo Loco unveiled a new line-up of limited-time only hand-crafted entrees featuring shredded beef that are available in three varieties: Torta, Grande Tacos and Stuffed Quesadilla. Each entrée features beef that has been slow-simmered in authentic spices including a rich hearty stew of tomatoes, onions, garlic, cumin, chipotle peppers, chiles and Mexican oregano then shredded by hand to order.

“Cooking distinctive dishes inspired by authentic Mexican recipes is truly our specialty and this is once again showcased with our delicious, hand-crafted shredded beef line-up,” said Ed Valle, chief marketing officer, El Pollo Loco. “When it comes to food preparation, we don’t take shortcuts. Each shredded beef entrée is made-to-order using the freshest ingredients and strict attention to detail that our guests can expect.”

The nation’s leading fire-grilled chicken restaurant chain also unveiled today Mexican S’mores. This new dessert, available for a limited time only, features rich melted milk chocolate and marshmallows between crunchy graham crackers stuffed in a distinctive warm chocolate tortilla and topped with a dusting of powdered sugar. Mexican S’mores are served as a component of the three-course family meal (alongside 8- or 12-pieces of chicken, large rice and beans, and Mexican salad) or a la carte starting at \$1.99.

(more)

The Shredded Beef Torta features slow-simmered, authentically spiced beef with ripe hand-sliced avocado, shredded Monterey Jack Cheese, pinto beans, freshly chopped cabbage, handmade pico de gallo and smooth chipotle cream all sandwiched between a fresh bolillo roll.

The Shredded Beef Grande Tacos feature fresh, artisan tortillas grilled to order at the restaurant and stuffed with hearty slow-simmered beef, shredded Monterey Jack cheese, handmade pico de gallo and smooth chipotle cream.

The Shredded Beef Stuffed Quesadilla contains slow-simmered and authentically spiced beef, shredded Monterey Jack cheese, ripe hand-sliced avocado, freshly chopped cabbage and smooth chipotle cream all wrapped in a warm flour tortilla.

Served a la carte or as part of a combo meal with chips and a small drink, the new shredded beef 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-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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