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EL POLLO LOCO INTRODUCES CITRUS MANGO, BRINGS BACK AVOCADO BACON TOSTADA SALADS

Costa Mesa, Calif., (March 11, 2013) – El Pollo Loco, the nation’s leading fire-grilled chicken restaurant, expanded its popular Tostada Salad line with the introduction of the new Citrus Mango Tostada Salad. Available for a limited time only, the new Citrus Mango Tostada Salad features citrus-marinated, fire-grilled chicken, handmade citrus mango salsa made with slices of real mango, fresh avocados sliced by hand, and served in a crispy handcrafted tostada shell with low-fat citrus vinaigrette.

Additionally, the company announced the return of the Avocado Bacon Tostada Salad, which will join the Original Tostada Salad as a menu item available on an ongoing basis.

“Our guests asked for the Avocado Bacon Tostada Salad to return and stay on our menu, and we listened,” said Ed Valle, chief marketing officer, El Pollo Loco. “We’re dedicated to serving our customers a variety of delicious, craveable menu items that are hand prepared and made with the freshest ingredients. Our Tostada Salad offering is yet another example of this commitment.”

The Avocado Bacon Tostada Salad is prepared with citrus-marinated chicken breast, along with a mix of freshly-cut avocado, crispy bacon, romaine lettuce, and El Pollo Loco’s famous pinto beans and pico de gallo, served in a crispy tostada shell with creamy cilantro dressing.

All three Tostada Salads are available at all El Pollo Loco restaurants and can be served with or without the shell, and dressing. The Original Chicken Tostada Salad (served without the shell or dressing) is a dietitian-approved menu item certified by Healthy Dining and featured on HealthyDiningFinder.com.

About El Pollo Loco

Headquartered in Costa Mesa, California, El Pollo Loco, Inc. currently operates nearly 400 restaurants located primarily in California, with additional restaurants in Arizona, Nevada, Texas and Utah. El Pollo Loco’s menu features its signature citrus-marinated, fire-grilled chicken in individual and family-sized meals served with warm tortillas, freshly prepared salsas and an assortment of sides. El Pollo Loco also serves a variety of Mexican-inspired entrées featuring the chain’s citrus-marinated, fire-grilled chicken, including Pollo Bowl® entrées, grilled chicken salads, grilled burritos, stuffed quesadillas, tacos and more. For more information, visit www.elpolloloco.com

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