



## **El Pollo Loco Introduces New Baja Shrimp** **Fire-Grilled Chicken Chain Celebrates New Seasonal Offering** **With Baja Shrimp Across Menu Favorites**



COSTA MESA, Calif., Feb 2, 2015 -- El Pollo Loco (Nasdaq: LOCO), the nation's leading fire-grilled chicken chain, today announced the addition of Baja Shrimp as a seasonal menu option across all menu favorites, available through Spring. In addition, they will also feature 4 new signature Limited Time Only Baja Shrimp items to highlight the introduction of their new menu. These new Baja Shrimp menu items include Shrimp Mango Tacos, Shrimp Verde Enchiladas, Shrimp & Chicken Avocado Bowl and Avocado Shrimp Salad.

"We do a great deal of research and testing before adding a new protein to our menu and we are excited to introduce Baja Shrimp which adds great flavor to both our new and existing dishes," said Ed Valle, Chief Marketing Officer of El Pollo Loco. "We are dedicated to giving our guests variety and choice when dining at El Pollo Loco and our new Baja Shrimp provides just that. If guests are looking for something other than our delicious chicken, adding Baja shrimp to any menu item allows them more options to enjoy our Mexican-inspired entrees."

For a new take on El Pollo Loco classics, guests can choose to spice up any of their favorite dishes with our savory marinated Baja Shrimp. Just ask to substitute Baja Shrimp in any Taco, Burrito, Tostada, Salad or other favorite.

The new signature Baja Shrimp menu items include:

- Shrimp Mango Tacos: Avocado, mango salsa, cabbage, creamy cilantro dressing, soft artisan tortillas
- Shrimp Verde Enchiladas: Corn, rice, jack cheese, pico, cilantro, soft artisan tortillas, verde cream sauce
- Shrimp & Chicken Avocado Bowl: Avocado, rice, pinto beans, cabbage, pico, cilantro
- Avocado Shrimp Salad: Avocado, lettuce, mango salsa, cotija, tortilla strips

At El Pollo Loco we go to crazy lengths to create Mexican-inspired entrees that are made with the freshest ingredients. It's Crazy You Can Taste.

### **About El Pollo Loco**

[El Pollo Loco](#) (Nasdaq: 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 authentic Mexican recipes. With more than 400 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah, El Pollo Loco will expand its presence in key markets through a combination of company and existing and new franchisee development. 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](http://ElPolloLoco.com).

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