



Avocado Lovers Rejoice as El Pollo Loco Launches New Line of Tostadas

Signature Avocado Tostadas Available at all Restaurants for a Limited Time



COSTA MESA, Calif., March 9, 2015 -- El Pollo Loco (Nasdaq: LOCO), the nation's leading fire-grilled chicken chain, today announced the addition of four Signature Avocado Tostadas available now at all locations. The limited time only items include the Chicken & Shrimp Avocado Tostada, the Southwest Chicken Avocado Tostada, the Chicken Mango Avocado Tostada and the Ultimate Double Chicken Tostada.

"Our tostadas resonate well with customers and we are excited to offer new adaptations that we're sure El Pollo Loco fans will enjoy," said Ed Valle, Chief Marketing Officer of El Pollo Loco. "The new signature tostadas marry hand-sliced avocados with authentic flavors and ingredients to create delicious salads all in a freshly made, crispy tostada shell."

The new menu items are all made with El Pollo Loco's signature citrus-marinated fire-grilled chicken and delicious avocados and include the following:

- Chicken & Shrimp Avocado Tostada – Chicken breast, shrimp, avocado, sour cream, pinto beans, rice, lettuce, pico and cheese. Served in a traditional golden brown shell.

- Chicken Mango Avocado Tostada – Chicken breast, avocado, mango salsa, cheese, lettuce, rice, pinto beans. Served in a green jalapeño shell.
- Southwest Chicken Avocado Tostada – Chicken breast, avocado, bacon, black beans, rice, lettuce, pico, cheese, corn, pinto beans. Served in a red chile shell.
- Ultimate Double Chicken Avocado Tostada – Double chicken breast, avocado, rice, pinto beans, lettuce, cheese, pico, sour cream. Served in a traditional golden brown shell.

El Pollo Loco goes to crazy lengths to create Mexican-inspired entrées that are made with the freshest ingredients. Our Grill Masters are obsessively devoted to handcrafting the brands' Tostadas using hand-sliced perfectly ripened Hass avocados, mango salsa, crisp bacon and other ingredients all in hand-shaped flavored shells prepared crispy and deliciously crunchy. 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.

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