



Carne Asada Back by Popular Demand at El Pollo Loco

Fire-Grilled Chicken Chain Offering Five New Limited Time Only Menu Items

COSTA MESA, Calif., April 16, 2015 -- El Pollo Loco (Nasdaq: LOCO), the nation's leading fire-grilled chicken chain, today announced the launch of new menu items featuring authentic fire-grilled Carne Asada. The new Carne Asada menu items are available at all El Pollo Loco locations starting today.

"We are excited to unveil five new specially crafted menu items featuring our fire-grilled Carne Asada," said Ed Valle, Chief Marketing Officer of El Pollo Loco. "Our grill masters have gone to obsessive lengths to bring out the authentic flavors of Carne Asada through our delicious new entrées. The Carne Asada burrito, tostada, taco, quesadilla and wet burrito are fresh new takes on menu classics, and another way El Pollo Loco is working to ensure that our guests can find exactly what they are craving."

The new Carne Asada limited time only menu items include the following:

- **Burrito:** Grilled steak, avocado, rice, pinto beans, cabbage, cheese, poblano cream sauce, pico
- **Tostada:** Grilled steak, rice, pinto beans, lettuce, cheese, pico, creamy cilantro dressing
- **Tacos:** Grilled steak, avocado, cabbage, cilantro, chipotle salsa
- **Quesadilla:** Grilled steak, pico, cabbage, cilantro, cheese, poblano salsa
- **Wet Burrito:** Grilled steak, pinto beans, cheese, rice, pico, cotija, cilantro, enchilada sauce

El Pollo Loco goes to crazy lengths to create Mexican-inspired entrées that are made with the freshest ingredients. The popular Carne Asada is made from USDA Beef seasoned with a traditional marinade of citrus, salt and pepper to add flavor and tenderize the meat. The Carne Asada is then fire-grilled and hand-chopped for the five new steak items.

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 415 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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