



EL POLLO LOCO INTRODUCES NEW POLLO BOWLS

New \$5 Pollo Bowl Combos Available for a Limited Time

COSTA MESA, Calif., July 6, 2015 -- El Pollo Loco (Nasdaq: LOCO), the nation's leading fire-grilled chicken chain, announced the launch of their new line of \$5 Pollo Bowl Combos. The four new Pollo Bowls are a fresh take on the popular Original Pollo Bowl® and feature El Pollo Loco's famous citrus-marinated, fire-grilled chicken in the new Chicken & Shrimp, Mexican Caesar, Ranchero and Power bowl options.

“At El Pollo Loco, we’ve gone to obsessive lengths to offer the quality and taste our guests crave at a great value with our new Pollo Bowls,” said Ed Valle, Chief Marketing Officer of El Pollo Loco. “Our Original Pollo Bowl is a fan favorite and we are excited to unveil four new Pollo Bowls that combine our signature fire-grilled chicken with authentic ingredients like our perfectly marinated baja shrimp all in one bowl for only \$5.”

With the new Pollo Bowl Combos, guests get the Pollo Bowl of their choice, tortillas and a small drink all for \$5. The new limited time only \$5 Pollo Bowls include the following:

- **Original Pollo Bowl:** Chopped chicken breast, pinto beans, rice, pico, onions, cilantro
- **Shrimp & Chicken Bowl:** Chopped chicken breast, Baja shrimp, mango salsa, rice, pinto beans, cotija cheese, cilantro
- **Mexican Caesar Bowl:** Chopped chicken breast, rice, lettuce, tortilla strips, cotija cheese, cilantro, creamy cilantro dressing
- **Power Bowl:** Chopped chicken breast, broccoli, black beans, pico, cotija cheese
- **Ranchero Bowl:** Shredded chicken, pinto beans, rice, pico, onions, cilantro, jack cheese

El Pollo Loco Grill Masters go to crazy lengths to create Mexican-inspired entrees that are made with the freshest ingredients. The Company's signature chicken is citrus-marinated with an authentic Mexican recipe and fire-grilled over an open flame for the Pollo Bowls. 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 415 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah, El Pollo Loco is expanding its presence in key markets like Houston and Dallas 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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