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## **EL POLLO LOCO BRINGS AUTHENTIC MEXICAN FLAVORS TO NEW POLLO BOWLS VARIETIES**



Costa Mesa, Calif., (October 14, 2013) - El Pollo Loco, the nation's leading fire-grilled chicken restaurant chain, unveiled today four new variations of the brand's signature entrée, The Pollo Bowl: Chicken Mexican Cobb, Chicken Ranchero, Chicken Mole and Ultimate Double Chicken. The new Pollo Bowls are available for a limited time only.

“At El Pollo Loco, we have reinvented our Pollo Bowls to take our guests on a flavor journey,” said Ed Valle, chief marketing officer, El Pollo Loco. Our new handcrafted Pollo Bowls highlight the iconic flavors of Mexico, including Mole and Ranchero Sauce in an authentic and approachable way.”

Like the Original Pollo Bowl, the four new varieties are filled with El Pollo Loco's signature chicken which is deeply marinated in a proprietary blend of lime, fruit juice, garlic, spices and seasoning then expertly grilled on an open flame by El Pollo Loco's renowned Grill Masters.

The Chicken Mexican Cobb Pollo Bowl features crispy bacon, avocado, a blend of corn and red peppers, shredded Monterey Jack cheese, Spanish rice, pinto beans and fresh chopped cabbage topped with a El Pollo Loco's citrus-marinated, fire-grilled chicken and hand-made pico de gallo salsa.

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The Chicken Mole Pollo Bowl features citrus-marinated, fire-grilled chicken, ripe hand-sliced avocado, sour cream, Spanish rice, pinto beans, fresh chopped cabbage and hand-made pico de gallo salsa topped with a traditional Mexican mole sauce made with a mix of chile peppers, peanuts and a hint of cocoa.

The Chicken Ranchero Pollo Bowl features citrus-marinated, fire-grilled chicken topped with Spanish rice, seasoned black beans, ripe hand-sliced avocado, crumbled cotija cheese, fresh chopped cabbage, sour cream and hand-made pico de gallo salsa, topped with a ranchero sauce which includes onion, red and green peppers, guajillo and ancho chiles and a blend of spices.

The hearty Ultimate Double Chicken Pollo Bowl includes double the portion of the citrus-marinated, fire-grilled chicken, ripe hand-sliced avocado, Spanish rice, pinto beans, fresh crisp lettuce, sour cream, shredded jack cheese, and hand-made pico de gallo salsa.

Served a la carte or as part of a combo meal with chips and a small drink, the new Pollo Bowls are available at all El Pollo Loco restaurants starting at \$5.49. Price and participation may vary.

#### **About El Pollo Loco**

[El Pollo Loco](#) is the nation's leading fire-grilled chicken chain which operates nearly 400 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah. El Pollo Loco masterfully citrus-marinated and fire-grills chicken and handcraft entrees using fresh ingredients inspired by authentic Mexican recipes. Chicken meals are available in individual, family and catering-sized portions. 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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