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EL POLLO LOCO FIRES UP FALL WITH NEW HAND-CRAFTED PUFFY SHELL CHICKEN TACOS



Costa Mesa, Calif., (September 11, 2013) - El Pollo Loco, the nation's leading fire-grilled chicken restaurant chain, introduced today their new Puffy Shell Chicken Tacos. Available for a limited time only, the Puffy Shell Chicken Tacos feature fresh, thick flour tortillas cooked to perfection at El Pollo Loco restaurants throughout each day to create a thin, super-crisp outer layer with a soft, airy center.

“At El Pollo Loco we are committed to creating new recipes that make eating authentic Mexican food exciting.” said Ed Valle, chief marketing officer, El Pollo Loco. “We take pride in our new Puffy Shell Chicken Tacos, an innovative take on traditional tacos, and have gone to crazy lengths to prepare our unique shell and fill it with ingredients we hand-craft daily.”

Available in three varieties: Chicken & Chorizo Puffy Shell Taco, Chicken Avocado Poblano Puffy Shell Taco and Chicken Guacamole Puffy Shell Taco, all Puffy Shell Chicken Tacos are stuffed 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 & Chorizo Puffy Shell Taco features a blend of El Pollo Loco's signature, citrus-marinated, fire-grilled chicken shredded mixed with pork chorizo, shredded Monterey Jack cheese, and fresh green cabbage, all dressed with smooth poblano salsa and handmade pico de gallo salsa. The Chicken Avocado Poblano Puffy Shell Taco features Monterey Jack cheese, fire-grilled chicken thigh meat, a blend of fresh lettuce, topped with smooth poblano cream sauce, ripe hand-sliced California avocado, and handmade pico de gallo salsa.

(more)

The Chicken Guacamole Puffy Shell Taco features tender, slow-simmered pinto beans in a creamy stock with citrus marinated, fire-grilled chicken, mouth-watering guacamole, flavorful cotija cheese and fresh green cabbage with handmade pico de gallo and creamy sour cream.

Served a la carte or as part of a combo meal with chips and a small drink, the new Puffy Shell Tacos 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-marinates 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.

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