



FOR IMMEDIATE RELEASE

Media Contact: Juliana Sheldon
Zeno Group
(310) 566-3989
Juliana.Sheldon@zenogroup.com

EL POLLO LOCO CAPTURES THE TASTE OF THE SEASON WITH NEW HAND-CRAFTED SIGNATURE SUMMER BURRITOS



Costa Mesa, Calif., (August 8, 2013) - El Pollo Loco, the nation's leading fire-grilled chicken restaurant chain, introduced today three new premium fire-grilled Signature Summer Burritos: Chicken Bacon Avocado, Chicken & Chorizo and Chicken Fajita. Available for a limited time only, the Signature Summer Burritos feature El Pollo Loco's famous chicken which has been 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.

"These days you can get a burrito almost anywhere ... but not all burritos are created equal," said Ed Valle, chief marketing officer, El Pollo Loco. "At El Pollo Loco, we believe great burritos start with great chicken. That's why our Signature Summer Burritos are filled with the same citrus-marinated, fire-grilled chicken our guests see grilling fresh in our restaurants every day. We then add wholesome, authentic ingredients to create a burrito line that will surely delight our guests."

The Chicken Bacon Avocado Burrito features El Pollo Loco's signature citrus-marinated, fire-grilled chicken, bacon, Monterey Jack cheese, and ripe hand-sliced California avocado, dressed with fresh handmade pico de gallo salsa and creamy cilantro dressing. The Chicken Fajita Burrito features Monterey Jack cheese, black beans, fire-grilled chicken, ripe hand-sliced California avocado, and a blend of seared peppers and onions topped with poblano cream sauce. The Chicken & Chorizo Burrito features Authentic Mexican Rice, tender, slow-simmered pinto beans in a creamy stock with Mexican spices, chorizo, fire-grilled chicken, Monterey Jack cheese, fresh green cabbage and hand-chopped onions sprinkled with fresh cilantro and dressed with poblano salsa.

(more)

All three burritos are wrapped in a warm flour tortilla and are served a la carte or as part of a combo meal with chips and a small drink. The new Burrito entrees 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 handcrafts entrees using fresh ingredients inspired by authentic Mexican recipes. Entrees 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.

Like: <https://www.facebook.com/ElPolloLoco>

Follow: [@ElPolloLoco](#)

Subscribe: <http://www.youtube.com/user/OfficialElPolloLoco>

###