



July 24, 2017

El Pollo Loco Launches New Taco Platters

Four new entrées available for a limited time

COSTA MESA, Calif., July 24, 2017 (GLOBE NEWSWIRE) -- [El Pollo Loco](#) (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, today announced the release of its new taco platters, available for a limited time. The new Taco Platter entrées include flavorful tacos served with seasoned rice and slow-simmered pinto beans.

A photo accompanying this announcement is available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/b3e2f054-7657-40c5-bdf3-becb709f291e>

"At El Pollo Loco, we take great pride in our differentiated products, the care that goes into preparing our food and the quality of our offerings. We're continually innovating with new pairings to highlight our fresh ingredients and unique flavors," said Ed Valle, Chief Marketing Officer at El Pollo Loco. "We're excited to introduce our new platters with sides that complement our crave-worthy tacos for a delicious and complete meal."

The new platters, served with sides of rice and pinto beans, include the following taco options:

- | **Chicken Avocado:** Two tacos with chicken, avocado, cheese, creamy cilantro, cabbage, pico de gallo
- | **Chicken Bacon Cheddar:** Two tacos with chicken, bacon, smoked cheddar, caramelized onions, cabbage, pico de gallo
- | **Avocado Tacos al Carbon:** Three tacos with chicken, avocado, diced onions, cilantro
- | **Shrimp Mango:** Two tacos with shrimp, avocado, mango salsa, cotija cheese, cabbage, avocado salsa

El Pollo Loco is passionate about creating Mexican entrées that are made with fresh ingredients and provide a healthier alternative to typical fast food. The brand's menu features its signature citrus-marinated, fire-grilled chicken and authentic, hand-crafted items inspired by the culinary and cultural traditions of its hometown Los Angeles.

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, fire-grilled chicken and handcrafted entrees using fresh ingredients inspired by Mexican recipes. With more than 470 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah, El Pollo Loco is expanding its presence in key markets through a combination of company and existing and new franchisee development. Visit us on our website at ElPolloLoco.com.

Like: www.facebook.com/EIPolloLoco

Follow on Twitter: [@EIPolloLoco](https://twitter.com/EIPolloLoco)

Follow on Instagram: [@EIPolloLoco](https://www.instagram.com/EIPolloLoco)

Subscribe: www.youtube.com/OfficialEIPolloLoco

Join Our Loyalty Program: www.elpolloloco.com/rewards

Join Our Team: www.elpolloloco.com/careers

Media Contact:

ICR

Christine Beggan

LOCO@icrinc.com

203-682-8329