



EL POLLO LOCO LAUNCHES NEW BAJA SHRIMP MENU ITEMS

Fan Favorite Baja Shrimp is Back and Better Than Ever for a Limited Time Only

COSTA MESA, Calif., February 5, 2018 -- [El Pollo Loco](#) (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, today unveiled four new, hand-crafted menu items highlighting its popular Baja Shrimp. Available for a limited time at participating restaurants, the delicious new offerings include shrimp marinated in chipotle chiles and garlic alongside El Pollo Loco's signature Mexican-inspired ingredients and authentic flavors.

"Our fan favorite Baja Shrimp is adored by guests, and we're thrilled for its return to our menu. While we're always innovating our limited time offers to bring our guests the freshest and most craveable combinations, we also know a winner when we taste one. Our Baja Shrimp meals are just that," said Ed Valle, Chief Marketing Officer at El Pollo Loco. "With four completely different dishes, served in all your favorite ways, guests may have a tough time deciding which one to choose!"

Our new Baja Shrimp offerings include the following:

- **Shrimp Avocado Plate:** Two tacos with shrimp, avocado, baja sauce, cabbage, pico de gallo
- **Shrimp Tostada:** Shrimp, avocado, mango salsa, beans, rice, cheese
- **Shrimp Bowl:** Shrimp, broccoli, rice, corn
- **Shrimp Wrap:** Chicken, avocado, brown rice, sour cream, black beans

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, handcrafted 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 475 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 www.elpolloloco.com.

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