



EL POLLO LOCO UNVEILS FOUR NEW BAJA SHRIMP ITEMS

Fan favorite Baja Shrimp is back and available in four limited time only entrees

COSTA MESA, Calif., February 6, 2017 - El Pollo Loco (Nasdaq: LOCO), the nation's leading fire-grilled chicken chain, today announced the return of fan favorite Baja Shrimp, featured in four new, hand-crafted items. The new Shrimp Avocado Baja Tacos, Shrimp Tostada, Garlic Butter Shrimp Bowl, and Shrimp Wrap are prepared fresh with flavorful ingredients and are available at El Pollo Loco restaurants for a limited time only.

"We are happy to bring Baja Shrimp back in four new LA-inspired dishes that represent the intersection of seafood and streetfood," said Ed Valle, Chief Marketing Officer at El Pollo Loco. "Our delicious Baja Shrimp is marinated in chipotle chilies and garlic, offering the authentic, craveable flavor our fans expect from El Pollo Loco."

The new Baja Shrimp menu includes the following:

- **Shrimp Avocado Baja Tacos** - Two tacos with shrimp, avocado, roasted baja crema, cabbage, pico de gallo
- **Shrimp Tostada** - Shrimp, avocado, mango salsa, beans, rice, cheese
- **Garlic Butter Shrimp Bowl** - Shrimp, garlic butter, broccoli, rice, corn, lemon wedge
- **Shrimp Wrap** - Shrimp, avocado, roasted baja crema, cotija cheese, pico de gallo, wheat tortilla, side salad

El Pollo Loco is passionate about creating Mexican entrees 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 460 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.

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