



EL POLLO LOCO LAUNCHES NEW FIRE-GRILLED CHICKEN BURRITOS

Four New Burritos Available for a Limited Time at Participating Locations

COSTA MESA, Calif., September 4, 2017 - [El Pollo Loco](#) (Nasdaq: LOCO), the nation's leading fire-grilled chicken chain, today announced the launch of a new line of Fire-Grilled Chicken Burritos that deliver Los Angeles-inspired flavors in every bite. The four new burritos are available for a limited time at participating El Pollo Loco restaurants.

"As we continue to focus on increasing convenience for our customers, we're excited to introduce new Fire-Grilled Chicken Burritos, that are perfect to eat on-the-go without sacrificing flavor," said Ed Valle, Chief Marketing Officer at El Pollo Loco. "We have a strong connection to our Los Angeles heritage and we wanted to highlight some of the flavors reminiscent of our sunny and vibrant hometown. Ingredients like creamy avocado, pickled jalapenos, sweet caramelized onions and homemade pico de gallo complement our signature citrus-marinated, fire-grilled chicken for a delicious burrito."

The new line of Fire-Grilled Chicken Burrito includes the following options:

- **Farmer's Market:** Grilled chicken, avocado, cheese, cabbage, carrots, avocado salsa, cilantro, pico de gallo
- **Spicy L.A. Chicken:** Grilled chicken, guacamole, pickled jalapenos, cabbage, cheese, beans, rice, avocado salsa, pico de gallo
- **Chicken Bacon Cheddar:** Grilled chicken, avocado, bacon, caramelized onions, cheddar, beans, pico de gallo
- **Double Chicken:** Double grilled chicken, cheese, cabbage, beans, pico de gallo

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.

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