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EL POLLO LOCO SIZZLES INTO SUMMER WITH INTRODUCTION OF THREE BAJA SHRIMP ENTREES

Costa Mesa, Calif., (April 22, 2013) – El Pollo Loco, the nation’s fire-grilled chicken chain, announced today the introduction of three new Baja Shrimp entrees. Featured in the Grande Taco, Tostada Salad and Stuffed Quesadilla, the Baja Shrimp offering will be available at El Pollo Loco restaurants for a limited time.

“Our new Baja Shrimp entrees are a great complement to our signature fire-grilled, citrus-marinated chicken, and further reinforce our QSR-plus strategy of providing a variety of authentic, handcrafted entrees that meet our guests’ needs for convenience and value,” said Ed Valle, chief marketing officer, El Pollo Loco.

The Baja Shrimp Grande Taco includes shredded cabbage, creamy cilantro dressing, sliced avocado and mango salsa served in a warm corn tortilla. The Baja Shrimp Tostada Salad features Spanish rice, pinto beans, romaine lettuce, mango salsa, avocado, cilantro and lite citrus vinaigrette served in a crispy handcrafted tostada shell. The Baja Shrimp Stuffed Quesadilla features jack cheese, cabbage, tomatillo verde salsa and avocado wrapped in a warm flour tortilla.

Baja Shrimp entrees are available at all El Pollo Loco restaurants starting at \$2.99.

About El Pollo Loco

[El Pollo Loco](http://www.ElPolloLoco.com) 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.

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