



## El Pollo Loco Scores Big on Flavor with New Loco Kickin' Chicken Meals

June 11, 2018

### Loco Kickin' Chicken Family and Combo Meals Feature Bold Sauces at an Unbeatable Value

COSTA MESA, Calif., June 11, 2018 (GLOBE NEWSWIRE) -- [El Pollo Loco](#) (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, today launched a new way for customers to customize and fall more in love with its signature citrus-marinated chicken. The Company's new Loco Kickin' Chicken meals – available for a limited time only at participating locations – offer families and individuals alike the perfect opportunity to elevate their taste buds with three unique and extra flavorful sauces.

Guests are encouraged to mix El Pollo Loco's already great tasting chicken with the sweet, spicy, tangy and balanced flavors of its new Loco Kickin' sauces. Sauces are complimentary with the purchase of any \$20 Loco Kickin' Chicken Family Meal as well as with any two-, three- or four-piece chicken combo meal. El Pollo Loco's new menu offerings allow fans to dunk, dip, drip, pour, slather and smother as they please.

"We're always striving for exciting and innovative flavors, and we're always aiming to create delicious Mexican-inspired recipes that enhance our chicken to its full potential. Our new sauces allow guests to customize their favorite individual or family meals with an extra layer of satisfaction," said Heather Gardea, Executive Chef at El Pollo Loco. "Whatever your style, we have the sauce – and whether it's a meal with family, or with friends, or one by yourself – our new Loco Kickin' Chicken meals will have everyone coming back for more!"

El Pollo Loco's new Loco Kickin' sauces are available in the following flavors:

- **Chile Lime** – a tangy citrus flavor with a splash of heat
- **Tropical Habanero** – a sweetness intertwined with a bold touch of fiery heat
- **Chipotle BBQ** – the perfect balance of smoky & sweet boldness

El Pollo Loco is passionate about creating entrees that are made with fresh ingredients and provide a healthier alternative to typical fast food. The brand's new Loco Kickin' Chicken meals are the latest menu items to be inspired by the culinary and cultural traditions of Mexico and the Company's hometown of 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, Utah, and Louisiana, 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](http://www.elpolloloco.com).

Like: [www.facebook.com/ElPolloLoco](https://www.facebook.com/ElPolloLoco)

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

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

Subscribe: [www.youtube.com/OfficialElPolloLoco](https://www.youtube.com/OfficialElPolloLoco)

Join Loco Rewards: [www.elpolloloco.com/rewards](http://www.elpolloloco.com/rewards)

#### MEDIA CONTACT:

Kate Kohlbrenner

ICR

646-277-1250

[LOCO@icrinc.com](mailto:LOCO@icrinc.com)



Source: El Pollo Loco Holdings, Inc.