



El Pollo Loco Announces the Grand Opening of New Restaurant in Riverdale, UT

July 24, 2018

COSTA MESA, Calif., July 24, 2018 (GLOBE NEWSWIRE) -- El Pollo Loco, Inc. ("El Pollo Loco" or "Company") (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, opened its newest location in Riverdale, Utah today. The new restaurant, located at 779 W Riverdale Road, marks El Pollo Loco's seventh location in Utah and is owned and operated by franchise partner Poco Locos Holdings, LLC.

"We are amazed at how quickly our guests in Utah have embraced the El Pollo Loco brand and are thrilled to open the third restaurant in our five store development deal with the Company," said Lee Alvarez Sr., co-owner of Poco Locos Holdings, LLC. "Our West Valley and Salt Lake City locations have seen great success so we are confident that our signature citrus-marinated, fire-grilled chicken and authentic Mexican offerings will delight our new friends and family in the Riverdale community."

To celebrate the new restaurant, El Pollo Loco will host grand opening festivities on July 24, 2018. Riverdale residents and surrounding communities are invited to visit the location for special activities and giveaways, including a "2-Piece Chicken Combo for a Year" voucher for the first 100 guests in line.

"We are passionate about serving our fans in Utah and are excited to continue our expansion in this great state," said Gus Siade, Senior Vice President of Operations at El Pollo Loco. "The members of the Poco Locos team have been tremendous franchise partners for us over the last few decades, and we take great pride in working alongside them as we bring our exceptional brand to more and more guests across the U.S."

The 2,995 square foot restaurant has seating for 70 guests and incorporates the brand's 'Vision Design,' which highlights an authentic, Mexican-inspired atmosphere and encompasses El Pollo Loco's menu and brand identity. The design features warm textures, rustic elements and a focus on the Company's signature open kitchen layout, allowing guests to view El Pollo Loco's chicken as it is fire-grilled. The restaurant dining area and drive-thru are open daily from 10:00 a.m. to 10:00 p.m.

For promotions and news on the new Riverdale location, fans can follow the restaurant's local [Facebook](#) page. El Pollo Loco fans are encouraged to join [Loco Rewards](#) and will receive a free original Pollo Bowl® with any food or beverage purchase after signing up and downloading the new El Pollo Loco app. Loco Rewards members can earn points, redeem rewards and manage offers directly from the mobile app, which is available for download in both the [Apple App Store](#) and [Google Play Store](#).

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 480 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.

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Source: El Pollo Loco Holdings, Inc.