



June 16, 2015

## El Pollo Loco Continues Northern California Expansion With New Napa Restaurant

### Fire-Grilled Chicken Franchisee Opens First Napa County, CA Location

COSTA MESA, Calif., June 16, 2015 (GLOBE NEWSWIRE) -- El Pollo Loco (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, opened its newest location in Napa, CA. The new restaurant, located at 287 Soscol Avenue in Napa, CA, is owned and operated by local franchisees Manuel Perales and Joseph Rubin.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/pr/?pkgid=33789>

"During my 26 years with El Pollo Loco, I have had the opportunity to experience the growth of this strong brand, and I am excited to continue my relationship with a Company whose vision and goals align with my own," said Manuel Perales, El Pollo Loco Franchisee. "El Pollo Loco has a large presence in California but there is still great demand for our citrus-marinated, fire grilled chicken in other areas of the state and we look forward to serving the Napa community with our new restaurant."

The new location is the first El Pollo Loco restaurant in Napa County. The restaurant is the 13<sup>th</sup> location for both Manuel Perales and Joseph Rubin who have been with El Pollo Loco for over twenty years.

"We are thrilled to open a new restaurant in Napa and continue to expand our brand with Mr. Perales and Mr. Rubin who have been a vital part of our success over the past two decades," said Steve Sather, President and Chief Executive Officer of El Pollo Loco. "They are continuously dedicated to providing our guests with the best experience possible, which has undoubtedly contributed to the consistent growth of our brand over the years."

The approximately 2,900 square-foot Napa location incorporates the brand's hacienda design which features an open kitchen layout designed for customers to view the signature chicken as it is being grilled. Located on Soscol Avenue between Imola Avenue and Kansas Avenue, the restaurant's dine-in area is open seven days a week from 10:00AM - 10:00 PM, with drive thru services staying open one hour later, closing at 11:00 PM.

El Pollo Loco is currently seeking highly qualified, multi-unit operators in Northern California, Arizona, Colorado, New Mexico, Nevada and Texas. For more information, visit <https://www.elpolloloco.com/franchising/>.

#### 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 and fire-grilled chicken and handcrafted entrees using fresh ingredients inspired by authentic Mexican recipes. With more than 415 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. 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 [EIPolloLoco.com](http://EIPolloLoco.com).

Like: <https://www.facebook.com/EIPolloLoco>

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

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



**Subscribe:** <http://www.youtube.com/user/OfficialElPolloLoco>

**Join e-club:** <http://www.elpolloloco.com/locorewards/>

CONTACT: Media Contact:

Alecia Pulman

ICR Inc.

203-682-8200

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



Source: El Pollo Loco

News Provided by Acquire Media