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El Pollo Loco Announces the Grand Opening of New Restaurant in Avondale, AZ

COSTA MESA, Calif., Dec. 11, 2017 (GLOBE NEWSWIRE) -- El Pollo Loco (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, opened its newest restaurant in Avondale, AZ today. The new El Pollo Loco, located at 10135 W. McDowell Rd., marks the first restaurant to open in Avondale and the Company's 25th location in the greater Phoenix market.

"We are excited about our continued expansion in Arizona with our 27th restaurant in the state and are thrilled to be able to offer another conveniently located destination for individuals and families to enjoy our authentic menu offerings and delicious flavors," said Steve Sather, Chief Executive Officer at El Pollo Loco. "Our signature citrus-marinated, fire-grilled chicken is a crowd pleaser and the core of everything we do at El Pollo Loco. We're truly looking forward to sharing our flavorful chicken meals and other Mexican-inspired entrees with the Avondale community."

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

For promotions and news on the new Avondale location, fans can follow the restaurant's local [Facebook](#) page. El Pollo Loco fans are also encouraged to join the new [Loco Rewards](#) Loyalty Program and receive a free chicken avocado taco after signing up. Loco Rewards members will be able to earn points, redeem rewards and manage offers directly from the new El Pollo Loco 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 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 www.elpolloloco.com.

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