



December 28, 2016

UPDATE - El Pollo Loco Announces the Grand Opening of New Restaurant in Watsonville, CA

New location marks 64th restaurant owned and operated by Franchise Partner WKS Restaurant Group

COSTA MESA, Calif., Dec. 28, 2016 (GLOBE NEWSWIRE) -- El Pollo Loco (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, opened its newest location in Watsonville, CA today. The new El Pollo Loco, located at 1401 N. Main St., is owned and operated by El Pollo Loco's largest franchise partner, WKS Restaurant Group (WKS). The new restaurant marks the first El Pollo Loco location to open in Watsonville and the 64th for WKS.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/b0077607-8755-4d73-b025-a8f8f483133a>

"We are thrilled to bring El Pollo Loco's signature citrus-marinated, fire-grilled chicken and delicious, authentic Mexican offerings to Watsonville and offer the community a family-friendly environment in which to enjoy our healthy, flavorful, Mexican-inspired dishes," said Roland Spongberg, President and CEO of WKS Restaurant Group. "We have a phenomenal relationship with El Pollo Loco and feel honored to work with such a great brand. It's always exciting opening a new restaurant and we can't wait to welcome residents and visitors of Watsonville to come join us at our new restaurant."

"We are thrilled to have WKS Restaurant Group bring El Pollo Loco to Watsonville and expand our presence in our home state of California," said Steve Sather, Chief Executive Officer at El Pollo Loco. "For more than 28 years, Roland and the entire team at WKS have been fantastic stewards of the El Pollo Loco brand. As our largest franchise partner, we are grateful for all of the hard work they've put into helping expand the presence of this great brand. We look forward to continuing this relationship and opening even more El Pollo Loco restaurants with them in the future."

The 2,798 square foot restaurant has seating for 120 guests and features the brand's hacienda design, with an open kitchen layout which allows for guests to view El Pollo Loco's chicken as it is fire-grilled. The restaurant is open daily from 10:00 am to 10:00 pm.

The new Watsonville location will open with El Pollo Loco's new online and mobile ordering capabilities. Guests are encouraged to download the El Pollo Loco app in the [iTunes App Store](#) or [Google Play](#) or visit order.elpolloloco.com to order and pay ahead, and avoid waiting in line.

El Pollo Loco has exclusive multi-unit franchise opportunities available for highly qualified operators in Northern California, Colorado, New Mexico, Texas, Louisiana and Oklahoma. For more information, visit 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, fire-grilled chicken and handcrafted entrees using fresh ingredients inspired by Mexican recipes. With more than 450 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 ElPolloLoco.com.

 3817 Watsonville, CA

New El Pollo Loco located at 1401 N. Main St. in Watsonville, CA

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

MEDIA CONTACT:

Kellie Duffy

ICR Inc.

203-682-8200

LOCO@icrinc.com

 Primary Logo

Source: El Pollo Loco, Inc.

News Provided by Acquire Media