



## El Pollo Loco Spices Up Cinco de Mayo Celebration with Custom Tapatio Bottle Design & Rapid-Fire Deals

May 2, 2022

**On May 5, the LA Mex chain will turn up the heat with a limited-edition custom Tapatio bottle, giveaways every five minutes on Instagram, discounted premium tacos, and more**

COSTA MESA, Calif., May 02, 2022 (GLOBE NEWSWIRE) -- [El Pollo Loco](#), Inc. ("El Pollo Loco" or "Company") (Nasdaq: LOCO), the nation's leading fire-grilled chicken restaurant chain, is teaming up with Tapatio once again to ring in Cinco de Mayo with one-of-a-kind branded offers from the two cult-favorite brands. The LA Mex restaurant chain is celebrating the holiday with limited edition El Pollo Loco x Tapatio bottles with every in-app or website purchase, a rapid-fire El Pollo Loco Instagram giveaway every five minutes, and two premium tacos for \$5 on May 5.

"Cinco de Mayo is a beloved annual tradition at El Pollo Loco and year after year we work with our partners at Tapatio to make each celebration better than the last," says Chief Marketing Officer Andy Rebhun. "To celebrate our third year of partnership with Tapatio, we created a special limited-edition hot sauce bottle to gift to our familia of fans and Tapatio's impressive cult following of hot sauce lovers."

El Pollo Loco's diverse collection of Cinco de Mayo offers and festivities includes:

**FREE custom El Pollo Loco x Tapatio bottle** with any order placed on the El Pollo Loco app or website on May 5. Custom Tapatio bottles will be available via digital orders only and are not available in restaurant.

**Celebratory Cinco de Mayo giveaway on the El Pollo Loco Instagram** with unique prizes given out every five minutes for five hours straight. Be sure to follow [@ElPolloLoco](#) on Instagram and tune in beginning at 12pm PDT on May 5 for your chance to win.

**Two Premium Tacos for \$5** deal valid on May 5 only.

**Purchase a \$50 eGift Card and receive a \$10 Bonus Card**, valid beginning April 30 and concluding on May 5, 2022.

"Cinco de Mayo is the perfect occasion to honor a love of spice and Mexican fare," says Tapatio Chief Executive Luis Saavedra. "There is no better match than an El Pollo Loco taco topped with our signature Tapatio hot sauce to truly embrace the fun and excitement that comes with Cinco de Mayo."

This year's Cinco de Mayo celebration has a digital focus which elevates the brand's cherished partnership with Tapatio to surprise and delight El Pollo Loco's valued customers and hot sauce fanatics.

To participate in all the El Pollo Loco festivities for Cinco de Mayo this year download the El Pollo Loco app, follow the conversation on social media and register for [Loco Rewards](#). For more information, visit [ElPolloLoco.com](#).

### About El Pollo Loco

El Pollo Loco (Nasdaq:[LOCO](#)) is the nation's leading fire-grilled chicken restaurant with a mission to bring people together around food, family, and culture in the communities it serves. El Pollo Loco is renowned for its handcrafted L.A. Mex food, an innovative blend of traditional Mexican cuisine and better-for-you eating, that Los Angeles is known for. Since 1980, El Pollo Loco has successfully opened and maintained more than 480 company-owned and franchised restaurants in Arizona, California, Nevada, Texas, Utah, and Louisiana while remaining true to its Mexican-American heritage. El Pollo Loco continues to grow and evolve, nourishing connections to tradition, culture, and one another through fire-grilled goodness that makes us feel like familia. For more information, visit us at [ElPolloLoco.com](#).

### About Tapatio

Tapatio Foods, LLC started in 1971 from humble beginnings. Over 40 years later Tapatio is still a family run business and has grown to become a staple not only in Hispanic households but in most American households today. It's the #1 hot sauce in the West, and the #4 hot sauce in the country. Tapatio is a sauce that can be used with everything!

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

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

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

Follow on TikTok: [@ElPolloLoco](https://www.tiktok.com/@ElPolloLoco)

**Subscribe:** [www.youtube.com/OfficialElPolloLoco](http://www.youtube.com/OfficialElPolloLoco)  
**Join Loco Rewards:** [www.elpolloloco.com/rewards](http://www.elpolloloco.com/rewards)  
**Join our Team:** [www.elpolloloco.com/careers](http://www.elpolloloco.com/careers)

**MEDIA CONTACT:**

Rosie Herzog  
Edible, Inc  
[eplmedia@edible-inc.com](mailto:eplmedia@edible-inc.com)

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/8b05e003-add1-40e2-9e1a-7a249e546380>



**El Pollo Loco premium tacos and custom branded Tapatio bottle**



**On May 5, the LA Mex chain will turn up the heat with a limited-edition custom Tapatio bottle, giveaways every five minutes on Instagram, discounted premium tacos, and more.**

El Pollo Loco Holdings, Inc.