



## El Pollo Loco Continues 50th Anniversary Celebration With Innovative and Bold Brand Refresh

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COSTA MESA, Calif., May 02, 2025 (GLOBE NEWSWIRE) -- [El Pollo Loco](#), the nation's leading fire-grilled chicken restaurant, is proud to announce a comprehensive brand refresh rolling out on May 15<sup>th</sup>. The brand will lean into its passion for Fire-Grilled Chicken and introduce a new look while continuing its legacy of serving convenient and quality food options to guests.

El Pollo Loco has been transparent about its vision for a three-year brand turnaround, which began when CEO Liz Williams took the helm in March 2024. Since then, El Pollo Loco has bolstered its leadership team bringing in Chief Development Officer, Tim Welsh and Chief People Officer, Bjorn Erland to join the already strong C-Suite of Maria Hollandsworth, Ira Fills, Anne Jollay, Jill Adams and Clark Matthews. Additionally, the brand brought in a new creative agency, Innocean USA, to introduce the brand to new consumers and remind existing customers why they've loved El Pollo Loco for the last 50 years.

A [brand manifesto video](#) posted to the El Pollo Loco YouTube account features the new tagline *Let's Get Loco™* accompanied by narration of the brand's origin, contrasting the difference between "loco" and "crazy" and ultimately encouraging viewers to draw inspiration from its founder and pursue their own "loco" passions.

Updated consumer touchpoints will include digital and in-store experiences with new color schemes, fonts and layouts, as well as the *Let's Get Loco* tagline, all intended to create a unified customer experience. An ad campaign highlighting the new positioning and reinforcing the brand's commitment to quality through its Fire-Grilled Chicken will appear on tv, social and digital.

"The goal of this brand refresh is to ensure people know who we are, what we stand for and what they can expect from us before they even walk through the door of a restaurant," said Jill Adams, El Pollo Loco CMO. "We've been grilling citrus marinated chicken in our restaurants for the last 50 years, and we're excited to share our dedication, or should I say 'loco', with the world."

The physical restaurants are getting a refresh, as well. In October 2024, El Pollo Loco unveiled its new iconic restaurant prototype, showcasing a design that is both enduring and modern. The new restaurant prototype retains beloved brand elements such as the fire stack gradient, logo, and font, while introducing an updated color palette, footprint, and materials. These enhancements establish a bold visual identity that reflects El Pollo Loco's commitment to innovation and efficiency. More than 200 restaurants now also feature kiosks alongside cashiers for those customers who prefer a more autonomous digital ordering experience.

El Pollo Loco's brand refresh is part of a broader strategy to strengthen its identity, keep pace with cultural trends, and increase awareness as it looks to continue its growth trajectory.

For more information, visit [ElPolloLoco.com](#).

### About El Pollo Loco

El Pollo Loco (Nasdaq: LOCO) is the nation's leading fire-grilled chicken restaurant known for its craveable, flavorful, and better-for-you offerings. Recently voted as the #1 "Best Restaurant for Quick, Healthy Food" in USA TODAY's 10 Best Readers' Choice [Awards](#), our menu features innovative meals with Mexican flavors made daily in our restaurants using quality ingredients. At [El Pollo Loco](#), inclusivity is at the heart of our culture. Our community of over 4,000 employees reflects our commitment to creating a workplace where everyone has a seat at our table. Since 1980, El Pollo Loco has successfully expanded its presence, operating more than 495 company-owned and franchised restaurants across seven U.S. states: Arizona, California, Colorado, Nevada, Texas, Utah, and Louisiana. The company has also extended its footprint internationally, with licensed restaurant locations in the Philippines. For more information or to place an [order](#), visit the Loco Rewards [app](#) or [ElPolloLoco.com](#). Follow us on [Instagram](#), [TikTok](#), [Facebook](#), or [X](#).

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*El Pollo Loco*

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**El Pollo Loco Let's Get Loco**



**El Pollo Loco unveils Let's Get Loco tagline**