



El Pollo Loco Announces the Grand Opening of New Restaurant in Yuba City, CA

January 15, 2018

COSTA MESA, Calif., Jan. 15, 2018 (GLOBE NEWSWIRE) -- El Pollo Loco (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, opened its newest location in Yuba City, CA today. The new El Pollo Loco, located at 1212 Colusa Hwy., is owned and operated by franchise partner V S Pollo King, Inc.

"We are thrilled to reintroduce El Pollo Loco to the Yuba City community and offer residents a family-friendly environment where they can enjoy our signature citrus-marinated, fire-grilled chicken and authentic Mexican offerings," said Virend Singh, President of V S Pollo King. "An El Pollo Loco restaurant once served the local community over 20 years ago and we are honored to reignite the Company's legacy in this great city and eager to welcome guests and serve them delicious, flavorful food."

The 2,273 square foot restaurant has indoor and patio seating for 66 guests and incorporates the brand'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 chicken as it is fire-grilled. The restaurant is open daily from 10:00 am to 10:00 pm.

"We are excited to continue our partnership with V S Pollo King, a group that has been a part of the El Pollo Loco family for over two decades," said Steve Sather, Chief Executive Officer at El Pollo Loco. "Virend and his family exemplify what we look for in new and existing franchisee relationships, and we look forward to continuing this partnership and bringing El Pollo Loco back to Yuba City."

For promotions and news on the new Yuba City location, fans can follow the restaurant's local [Facebook](#) page. El Pollo Loco fans are encouraged to join the new [Loco Rewards](#) Loyalty Program and will 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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Source: El Pollo Loco Holdings, Inc.