



El Pollo Loco Continues Expansion, Opens First Restaurant in Louisiana

March 19, 2018

New location is first in a two restaurant development deal with Louisiana franchisee partner, Listo Way Group, LLC, owned and operated by Jason Trotter

COSTA MESA, Calif., March 19, 2018 (GLOBE NEWSWIRE) -- El Pollo Loco, Inc. (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, today announced the opening of its first location in Louisiana. This restaurant marks the Company's expansion and presence to six states – California, Nevada, Utah, Texas, Arizona and now Louisiana. Owned and operated by first-time El Pollo Loco franchise partner Listo Way Group LLC, this new restaurant is located at 3808 Johnston Street in the city of Lafayette.



El Pollo Loco's first location in Lafayette, Louisiana

"With its distinctive culture, rich history and incredible culinary scene, Louisiana was a natural next step as we expand the El Pollo Loco brand. We believe Lafayette is the ideal place to lay down our roots, and we couldn't be more excited to do so with Jason and his team," said Gus Siade, Senior Vice President of Operations for El Pollo Loco. "As the heart and soul of Louisiana's Cajun and Creole Country, Lafayette is a vibrant community that loves and respects bold flavors and authentic cuisine. We're thrilled to introduce our fresh and flavorful Mexican-inspired offerings to this great city and state and are confident that guests will love our signature citrus-marinated fire-grilled chicken and other delicious combinations."

To celebrate the new restaurant, El Pollo Loco will host a special grand opening event for all community members on March 24 from 11 a.m. to 2 p.m. CDT. The event's festivities will include special prizes and giveaways, local entertainment, face painting, balloon artists, free food samples and more. Additionally, 100% of all proceeds from grand opening day will be donated to the Boys & Girls Club of Acadiana.

"We're honored to have the opportunity to bring El Pollo Loco's concept and famous fire-grilled chicken to our home state of Louisiana," said Jason Trotter, CEO of Listo Way Group LLC. "Like Lafayette, El Pollo Loco has a rich heritage and strong focus on authenticity – both of which are sure to resonate with this amazing community."

The 2,660 square foot restaurant has indoor and patio seating for 60 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 Sunday through Thursday from 10:30 a.m. to 11:00 p.m. and Friday through Saturday from 10:30 p.m. to 12:00 a.m.

For promotions and news on the new Lafayette 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 475 company-owned and franchised restaurants in Arizona, California, Nevada, Texas, Utah, and Louisiana, 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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MEDIA CONTACT:

Kate Kohlbrenner

ICR

646-277-1250

LOCO@icrinc.com

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/c43567b1-e35e-4260-bead-6cc7557ebd1f>



Source: El Pollo Loco Holdings, Inc.