



El Pollo Loco Releases Social Video Series as Part of 'Road to Authenticity' Campaign

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Five-part original video series pays tribute to Company's authentic brand promise

COSTA MESA, Calif., March 29, 2018 (GLOBE NEWSWIRE) -- [El Pollo Loco](#) (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, today announced the release of a five-part social video series that celebrates the Company's rich heritage and differentiated brand pillars. Created in partnership with creative agency, VITRO, the series is an extension of El Pollo Loco's 'Road to Authenticity' campaign, which launched in January 2017. The videos feature artwork from renowned Latino artist Jorge Gutierrez.

The five-part series introduces a mariachi band inspired by El Pollo Loco's Mexican-American roots. In each video, the band sings the story of the various brand equities that differentiate El Pollo Loco and make the iconic brand so special – from its real cooking and fresh ingredients, healthier alternatives, from-scratch salsas, hand-cut avocados, and of course its signature, citrus-marinated fire-grilled chicken. The videos include Dia de los Muertos inspired artwork and incorporate elements from traditional Mexican folklore.

"We're excited to release these fun and engaging videos that pay homage to the Mexican culture that has long been the foundation of El Pollo Loco's authentic and flavorful offerings," said Ed Valle, Chief Marketing Officer of El Pollo Loco. This series further elevates our brand story and celebrates our unique passion for preparing delicious, hand-crafted Mexican entrées that provide an equally craveable yet healthier alternative to typical fast food."

The first of El Pollo Loco's five-part series, 'Eating Low Cal' was released today and highlights the brand's low-calorie menu items. 'Respect the Chicken' will be the second video to roll out next week followed by remaining content in the month ahead.

"The idea of using mariachis for El Pollo Loco was a natural one for us. The brand has so much history and Mexican-American heritage that it was just a natural fit," said Tom Sullivan, Chief Executive Officer of VITRO. "As far as execution, we wanted to ensure that the concept was authentic to El Pollo Loco's roots but still carried a current, playful and a pop-culture feel – teaming up with Jorge Gutierrez for the illustrations and working with an outstanding group of real mariachis went a long way to accomplishing that."

"I am thrilled to introduce this brand new mariachi skeleton band to the El Pollo Loco familia," said Jorge Gutierrez. "The band art was inspired by the fun and spicy flavors of the Mexican food at El Pollo Loco."

El Pollo Loco's social video series can be viewed [here](#), and will be available on the Company's official YouTube, Facebook, Instagram, and Twitter channels.

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.

About VITRO

Featured in Ad Age's Top Ten list two of the last five years, VITRO has been driving business forward more than 25 years for iconic companies like Adidas, AB-Inbev, Campari, Heineken, Disney, Petco, Lexus, Marvel, and many more. The agency is fully integrated, having won top awards across multiple disciplines throughout the globe from Cannes, One Show, CA, Obies, FWA People's Choice, Reggies, and Ex Awards.

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Source: El Pollo Loco Holdings, Inc.