



El Pollo Loco Announces the Grand Opening of New Restaurant in La Quinta, CA

May 24, 2018

COSTA MESA, Calif., May 24, 2018 (GLOBE NEWSWIRE) -- El Pollo Loco, Inc. (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, opened its newest restaurant in La Quinta, CA today. The new El Pollo Loco, located at 78621 Hwy. 111, marks the Company's first restaurant in La Quinta and its sixth in the Coachella Valley.

"With our brand's deep Southern California roots, we are proud to continue our expansion in our home state and provide another conveniently located restaurant for our guests to enjoy El Pollo Loco's signature citrus-marinated, fire-grilled chicken and authentic Mexican-inspired entrees," said Gus Siade, Senior Vice President of Operations at El Pollo Loco. "We are excited to serve more of our loyal fans in the Coachella Valley and are thrilled to welcome the La Quinta community to our family."

The 2,864 square foot restaurant has seating for 56 guests and the dining room features the Company'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 signature chicken as it is fire-grilled. The restaurant is open seven days a week from 10 a.m. to 10 p.m. with the drive-thru open an additional hour until 11 p.m. Online ordering and a catering delivery service are also available to customers.

For promotions and news on the new La Quinta location, fans can follow the restaurant's local [Facebook page](#). El Pollo Loco fans are also encouraged to join the new [Loco Rewards](#) Loyalty Program and 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.

Like: www.facebook.com/ElPolloLoco

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

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

Subscribe: www.youtube.com/OfficialElPolloLoco

Join Loco Rewards: www.elpolloloco.com/rewards

Join our team: www.elpolloloco.com/careers

MEDIA CONTACT:

Kate Kohlbrenner

ICR

646-277-1250

LOCO@icrinc.com



Source: El Pollo Loco Holdings, Inc.