



El Pollo Loco Announces the Grand Opening of New Restaurant in Salt Lake City, UT

February 1, 2018

New location marks the 6th restaurant in Utah and 2nd operated by franchise partner Poco Locos, LLC

Restaurant to celebrate opening day with grand opening celebration

COSTA MESA, Calif., Feb. 01, 2018 (GLOBE NEWSWIRE) -- El Pollo Loco (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, opened its newest restaurant in Salt Lake City, UT today. The new El Pollo Loco, located at 1120 South 300 West, is owned and operated by franchise partner Poco Locos, LLC. This restaurant marks El Pollo Loco's sixth location in Utah and the second operated by Poco Locos, LLC.

"For more than 23 years, El Pollo Loco has been an incredible partner, and we deeply value the opportunity to work with such an exceptional company. We are thrilled to bring El Pollo Loco to Salt Lake City and offer the community a family-friendly environment where they can enjoy our signature citrus-marinated, fire-grilled chicken and authentic Mexican offerings made with fresh ingredients," said Lee Alvarez Sr., co-owner of Poco Locos, LLC. "We know firsthand how well the El Pollo Loco brand resonates with customers in Utah after the success of our West Valley location and are confident we'll keep the excitement alive with this perfect downtown Salt Lake City location."

To celebrate, the new restaurant will host grand opening festivities on February 1, 2018. The local community is invited to visit the location for special activities and offers including a "Free 2-piece meal combo for a year" voucher for the first 100 guests.

"We are delighted to continue our expansion in Utah with the help of our amazing partner, Poco Locos, LLC. From starting his career as a store manager in 1982 to becoming a franchisee partner, Lee Alvarez Sr. has been an integral part of our family," said Steve Sather, Chief Executive Officer at El Pollo Loco. "The new Salt Lake City location is the second in a five store development deal with Poco Locos, LLC, so we look forward to opening even more El Pollo Loco restaurants with Lee and co-owners Nelson Amaya and Rolando Chicas in the future."

The 2,995 square foot restaurant has seating for 70 guests and incorporates the brand's 'Vision Design,' which highlights an authentic, Mexican-inspired atmosphere and encompasses El Pollo Loco's menu and brand identity. The design features warm textures, rustic elements and a focus on the Company's signature open kitchen layout which allows guests to view El Pollo Loco's chicken as it is fire-grilled. The restaurant dining area and drive-thru are open daily from 10:00 a.m. to 10:00 p.m.

For promotions and news on the new Salt Lake 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 Entrée upon signing up. Loco Rewards members earn points for each qualifying in-restaurant purchase or online order, earning one point for every \$1 spent. Participants can 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 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.