



El Pollo Loco Announces the Grand Opening of New Restaurant in Santa Rosa, CA

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COSTA MESA, Calif., July 02, 2018 (GLOBE NEWSWIRE) -- El Pollo Loco (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, opened its newest location in Santa Rosa, CA today. The new El Pollo Loco, located at 3795 Cleveland Ave., is owned and operated by franchise partner Napa Pollo, Inc.

"Santa Rosa is an amazing community and an ideal fit for the El Pollo Loco brand as we continue to expand and lay down our roots in Northern California," said Manuel Perales, Co-Owner of Napa Pollo, Inc. "We're thrilled to open our doors to our new friends and family and are proud to have the opportunity to provide them with a fun, family-friendly dining experience where they can enjoy El Pollo Loco's signature citrus-marinated, fire-grilled chicken and fresh, authentic menu offerings."

The 2,995 square foot Santa Rosa restaurant has indoor and patio seating for 90 guests and incorporates the brand's hacienda design, which features an open kitchen layout designed for guests to view El Pollo Loco's chicken as it is fire-grilled. The restaurant is open daily from 10:00 a.m. to 10:00 p.m., while the drive-thru is open for an additional hour, closing at 11:00 p.m.

"Manuel and the Napa Pollo team have been a remarkable asset to our Company and have played an integral role in driving El Pollo Loco's growth over the last 18 years. We congratulate them on opening their 14th restaurant with us and commend them on doing so in the great community of Santa Rosa," said Gus Siade, Senior Vice President of Operations at El Pollo Loco.

For promotions and news on the new Santa Rosa 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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Source: El Pollo Loco Holdings, Inc.