



November 14, 2016

## **El Pollo Loco Announces the Grand Opening of New Restaurant in West Valley, UT**

### **New location marks 14th restaurant operated by franchise partner Poco Loco's LLC**

COSTA MESA, Calif., Nov. 14, 2016 (GLOBE NEWSWIRE) -- El Pollo Loco (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, opened a new location in West Valley, UT today. The new restaurant, located at 5675 West Brud Drive is owned and operated by franchisee partner Poco Loco's LLC. The West Valley El Pollo Loco marks the fourth location to open in the state of Utah.

"We are very excited to open our doors and bring El Pollo Loco's famous citrus-marinated, fire-grilled chicken to the city of West Valley and invite the community to dine with us for the first time," said Lee Alvarez Sr., co-owner of Poco Loco's LLC. "Being able to partner with such a tremendous brand like El Pollo Loco and contribute to the growth and expansion in the state of Utah is a rewarding experience for our entire group. We know the area well and look forward to opening an additional El Pollo Loco restaurant in the region in 2017."

"We are thrilled to continue expanding our presence in Utah with the help of our trusted franchise partner, Poco Loco's," said Steve Sather, Chief Executive Officer at El Pollo Loco. "Lee and co-owners Nelson Amaya and Rolando Chicas have been instrumental to our development and have proved to be invaluable assets in our franchise growth. Utah is an important area for us as we continue to add new locations and bring El Pollo Loco's signature chicken and entrees to new communities in Utah and throughout the Southwest."

The 2,950 square foot restaurant has seating for 84 guests and incorporates the brand's hacienda design, which features an open kitchen layout designed for customers to view El Pollo Loco's signature chicken as it is being fire-grilled. The restaurant is open Sunday through Thursday from 10:00 a.m. to 10:00 pm and 10:00 am to 11:00 pm on Friday and Saturday.

El Pollo Loco has exclusive multi-unit franchise opportunities available for highly qualified operators in Northern California, Colorado, New Mexico, Texas, Louisiana and Oklahoma. For more information, visit [www.elpolloloco.com/franchising](http://www.elpolloloco.com/franchising).

### **About El Pollo Loco**

[El Pollo Loco](http://www.elpolloloco.com) (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 450 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 [EIPolloLoco.com](http://EIPolloLoco.com).

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