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EL POLLO LOCO NAMES DALE BURKE VICE PRESIDENT, SUPPLY CHAIN MANAGEMENT
Industry Veteran to Oversee Purchasing, Logistics and Distribution for Fire-Grilled Chicken Chain

Costa Mesa, Calif. (May 19, 2014) – El Pollo Loco announced today the appointment of Dale Burke as vice president, supply chain management. Burke comes to the nation’s leading fire-grilled chicken restaurant chain with more than 20 years of experience successfully creating supply chain efficiencies, managing commodity prices and mitigating risk for a variety of leading brands including Pizza Hut and Taco Bell.

As vice president, supply chain management, Burke will oversee the total cost of goods for the El Pollo Loco system, which boasts more than 400 restaurants in five states, as well as the entire supply chain including logistics and distribution. He is also responsible for non-cost-of-goods spend categories, such as supplies, uniforms and natural gas.

“Dale brings to El Pollo Loco his exceptional track record of purchasing and supply chain management, as well as a proven ability to successfully lead his teams,” said Steve Sather, president and CEO, El Pollo Loco. “Undoubtedly, he is the right person to oversee our brand’s supply chain during this time of tremendous unit, sales and profit growth.”

Previously, Burke served as senior director, purchasing for Restaurant Supply Chain Solutions, LLC, where he led purchasing and supply chain management for Yum! Brands (Pizza Hut, KFC, Taco Bell), Long John Silver’s and A&W accounts. Burke’s ability to create efficiencies and save costs through consolidation and negotiation earned him numerous promotions during his 14-year tenure at the exclusive supply chain management organization for YUM! Brands.

“Leading El Pollo Loco’s supply chain means first and foremost understanding the brand’s uncompromising commitment to serving the freshest ingredients,” said Burke. “I look forward to meeting this challenge every day by partnering closely with our suppliers, distributors, and corporate and restaurant implementation teams to ensure we fulfill this core brand promise to our guests.”

(more)

Burke will serve as a member of the El Pollo Loco senior management team and will report directly to the company's chief financial officer, Larry Roberts. Burke will be based out of the company's Costa Mesa headquarters.

About El Pollo Loco

[El Pollo Loco](#) is the nation's leading fire-grilled chicken chain which operates more than 400 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah. El Pollo Loco masterfully citrus-marinates and fire-grills chicken and handcraft entrees using fresh ingredients inspired by authentic Mexican recipes. Chicken meals are available in individual, family and catering-sized portions. Some say the lengths we go to create fresh, delicious food are crazy. We say it's Crazy You Can Taste. Visit us on our website at [ElPolloLoco.com](#).

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