



El Pollo Loco Opens Restaurant in Bakersfield, CA

Company's largest Franchise Partner, WKS Restaurant Corporation opens newest location

COSTA MESA, Calif., October 22, 2015 (GLOBE NEWSWIRE) -- El Pollo Loco (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, today opened its newest location in Bakersfield, CA. The new restaurant, located at 5030 Gosford Road, is owned and operated by franchisee WKS Restaurant Corporation led by its CEO, Roland Spongberg, and is the sixth location in Bakersfield.

"The WKS Restaurant Corporation has been an El Pollo Loco franchisee for 28 years and we are thrilled to team up with our largest franchise partner to open this new location in Bakersfield," said Steve Sather, Chief Executive Officer at El Pollo Loco. "This opening marks the 62nd El Pollo Loco restaurant for them, and we appreciate the immense contributions WKS and Roland have made in furthering the brand's growth in our home state of California. Franchise expansion is a vital part of our strategic growth plan and we continue to search for well qualified and dedicated franchisees like WKS to help grow existing markets and move into new markets."

El Pollo Loco's success stems from the unique preparation of its award-winning pollo, which is marinated in a signature recipe of herbs and spices and then fire-grilled to perfection. Since the first American El Pollo Loco opened in Los Angeles back in 1980, El Pollo Loco's chicken and authentic Mexican inspired entrees have turned the restaurant chain into a local favorite.

"We are thrilled to expand our presence in Bakersfield and bring 55 jobs to the community with this new location," said Rosa Fuentes, Vice President of Operations at WKS. "Our new restaurant is perfectly positioned to serve the South West part of town and offers another convenient location for guests in the area to enjoy our famous fire-grilled chicken."

The 2,995 square-foot restaurant incorporates the brand's hacienda design which features an open kitchen layout designed for customers to view the signature chicken as it is being grilled.

The restaurant is open seven days a week from 10 a.m. to 10 p.m. with the drive thru closing one hour later on Fridays and Saturdays.

El Pollo Loco is currently seeking highly qualified, multi-unit operators in California, Arizona, Colorado, New Mexico, Nevada and Texas. For more information visit <https://www.elpolloloco.com/franchising/>.

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 and fire-grilled chicken and handcrafted entrees using fresh ingredients inspired by Mexican recipes. With more than 415 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah, El Pollo Loco is expanding its presence in key markets like Houston and Dallas through a combination of company and existing and new franchisee development. 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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