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LAGUNA HILLS RESIDENT WINS EL POLLO LOCO SOCIAL MEDIA CONTEST
Winning Slogan to be Featured on Crew Member Uniforms

Costa Mesa, Calif. (June 5, 2014) – El Pollo Loco, the nation’s leading fire-grilled chicken restaurant chain, has found its new uniform t-shirt slogan, thanks to the participation of their loyal customers in the brands’ first ever social media contest.

The winning slogan, submitted by Steven Brower of Laguna Hills, Calif., was selected from a field of 796 entries competing to capture the extraordinary lengths to which El Pollo Loco goes to make authentic Mexican food using fresh, real ingredients, in 10 words or less.

Submissions were evaluated based on humor, creativity, relevancy to current topics, and the likelihood that people would want to purchase a t-shirt with that slogan on it. The three finalists’ slogans were posted on El Pollo Loco’s Facebook page, where visitors were invited to vote for their favorite entry.

“It will be a kick to come into the restaurant and see all the El Pollo Loco employees wearing shirts with my slogan: ‘Without The Flame, It Ain’t The Same,’” said Brower, partner at the law firm of Buchalter Nemer and devout El Pollo Loco fan. “I eat dinner almost every night at the Laguna Hills El Pollo Loco restaurant. I am there so often that I consider the employees friends, and I think they feel the same way about me.”

El Pollo Loco executives celebrated Brower at the Laguna Hills restaurant today, where he received his own t-shirt emblazoned with his winning slogan “Without The Flame, It Ain’t The Same” and enjoyed the first of a years’ worth of free meals that was part of his winning prize.

(more)

“Steven’s slogan truly epitomizes how our guests feel about El Pollo Loco’s signature chicken and highlights our key point of differentiation: citrus-marinated chicken fire-grilled to perfection,” said Ed Valle, chief marketing officer, El Pollo Loco. “We’re so proud to feature his slogan on our crew uniforms and applaud the hundreds of individuals who took the time to share what they believe makes El Pollo Loco so special.”

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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