



FOR IMMEDIATE RELEASE

Media Contact: Juliana Sheldon
Zeno Group
310-566-3994
Juliana.Sheldon@zenogroup.com

KAY BOGEAJIS NAMED EL POLLO LOCO CHIEF OPERATING OFFICER



Costa Mesa, Calif. (July 30, 2013) – El Pollo Loco announced today that restaurant industry veteran Kay Bogeajis has joined the company as Chief Operating Officer. Bogeajis comes to the nation’s leading fire-grilled chicken restaurant chain with more than 30 years of operations and general management experience across a variety of leading brands including Peet’s Coffee & Tea and Taco Bell.

As Chief Operating Officer, Bogeajis will oversee company and franchise restaurant operations, training, and development for El Pollo Loco, which now boasts nearly 400 restaurants in five states. She is also responsible for leading operations initiatives with the goals of improving efficiency and driving profitable growth.

“Kay is an industry veteran with an exceptional track record of exceeding business performance targets and delivering operations excellence,” said Steve Sather, President and CEO, El Pollo Loco. “We are thrilled to welcome Kay to the El Pollo Loco team during this time of continued strong sales and profit growth.”

Previously, Bogeajis served as Vice President of Retail Operations for Peet’s Coffee & Tea, where she was responsible for \$228 million in annual sales. Bogeajis also spent 10 years at Taco Bell in various leadership positions, including four years as head of western region operations where she oversaw sales, franchise royalty revenue and profits for the 1,400 unit division. Prior to Taco Bell, she held progressively responsible leadership roles during a 14-year stint with the Burger King Corporation.

(more)

“As a native Californian, I’ve long been a fan of the El Pollo Loco brand and am honored to join the company as Chief Operating Officer,” said Bogeajis. “I’m excited to work side-by-side with the senior management team to execute the company’s strategic operations and development vision.”

Bogeajis will serve as a member of the El Pollo Loco senior management team and will report directly to Sather. She will be based out of the company’s Costa Mesa office.

About El Pollo Loco

[El Pollo Loco](#) is the nation’s leading fire-grilled chicken chain which operates nearly 400 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah. El Pollo Loco masterfully citrus-marinated and fire-grills chicken and handcrafts entrees using fresh ingredients inspired by authentic Mexican recipes. Entrees 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.

Like: <https://www.facebook.com/ElPolloLoco>

Follow: [@ElPolloLoco](#)

Subscribe: <http://www.youtube.com/user/OfficialElPolloLoco>

###