



Media Contact: Juliana Sheldon
Zeno Group
310-566-3989

Juliana.Sheldon@zenogroup.com

VIVA EL POLLO LOCO!

Citrus-Marinated, Fire-Grilled Goodness Comes to 5260 S. Ft. Apache in Las Vegas on Friday, June 12

Las Vegas, NV (July 12, 2013) – Today El Pollo Loco, the nation’s leading fire-grilled chicken chain, opened its seventeenth Las Vegas-area location at 5260 S. Ft. Apache. The restaurant features a vibrant exterior, colorful, comfortable booths and large windows to allow natural sunlight into the dining area. An exhibition kitchen showcases the restaurant’s Grill Masters as they prepare the citrus-marinated and fire-grilled chicken for which El Pollo Loco is famous.

“We are so proud to expand our presence in Las Vegas, which allows us to bring both great-tasting food and rewarding jobs to the local area,” said Carlos Esquivel, director of operations, El Pollo Loco. “The Las Vegas community has always been very welcoming to our restaurants; we remain dedicated to delivering a delicious dining experience to every guest, every day, while also giving back to this community in meaningful ways.”

Through El Pollo Loco Charities, the restaurant gives back to the communities in which it does business in a number of ways including volunteering in local neighborhoods, hosting fire-grilled fundraisers in which a portion of the restaurant proceeds benefit a local organization, or sponsoring organizations in need.

At 3,670 square feet, this restaurant employs approximately 50 new hires from the local community and is open seven days a week. Dine-in service is from 10:00 a.m. to 10:00 p.m and take-out service is extended until 11:00 p.m. Catering for special events and celebrations is also available.

(more)

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. Headquartered in Costa Mesa, Calif., El Pollo Loco masterfully citrus-marinated and fire-grills chicken and hand-crafts 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.

Like: www.facebook.com/ElPolloLoco

Follow: [@ElPolloLoco](https://twitter.com/ElPolloLoco)

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