



El Pollo Loco Opens Newest Restaurant in Lodi, CA

New Location marks the 10th store opened by El Pollo Loco Franchisee Rafael Armenta

COSTA MESA, Calif., December 30, 2015 (GLOBE NEWSWIRE) -- El Pollo Loco (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, today opened its newest location in Lodi, CA. The new restaurant, located at 224 West Kettleman Lane, is owned and operated by franchisee Rafael Armenta, and is the first location to open in the city of Lodi.

"Rafael Armenta has been an El Pollo Loco franchisee for over 20 years and we are excited to team up with him again to open this new location in Lodi," said Steve Sather, Chief Executive Officer at El Pollo Loco. "Strong franchise partnerships are important for our Company's growth, and dedicated franchisees like Rafael have made immense contributions in furthering our brand's presence in our home state of California."

"I'm so pleased to bring the first El Pollo Loco to the city of Lodi and introduce the community to our signature citrus-marinated, fire-grilled chicken," said franchise owner Rafael Armenta. "El Pollo Loco is the best place for families and friends and we are thrilled to open our doors for the first time today and welcome the community to try all of our crave-worthy Mexican inspired entrees."

The new Lodi El Pollo Loco restaurant brings roughly 35 jobs to area residents. The 2,747 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 9 a.m. to 11 p.m., with dine in service closing one hour earlier.

El Pollo Loco is currently seeking highly qualified, multi-unit operators in Northern California, Arizona, Colorado, New Mexico, Nevada and Texas. For more information visit <https://elpolloco.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 420 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.

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

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

Follow on Instagram: [@ElPolloLoco](https://www.instagram.com/ElPolloLoco)

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

Join e-club: <http://www.elpolloloco.com/locorewards/>

CONTACT: Media Contact:

Kellie Duffy

ICR Inc.

203-682-8200

LOCO@icrinc.com