



El Pollo Loco Celebrates One-Year Anniversary in Dallas-Fort Worth

Fire-grilled chicken chain to give away 365 meals at each of its 11 locations

COSTA MESA, Calif., October 30, 2017 -- El Pollo Loco (Nasdaq: LOCO), the nation's leading fire-grilled chicken chain, is celebrating its one-year anniversary of serving the Dallas-Fort Worth (DFW) community by giving away 365 meals at each of its area restaurants. Since opening its doors in DFW, El Pollo Loco's foothold in the market has grown to 11 locations.

"We have taken great pride in serving our signature citrus-marinated, fire-grilled chicken and Mexican-inspired menu to the Dallas-Fort Worth community over the last year and are excited to celebrate and give our customers even more of what they love," said Steve Sather, Chief Executive Officer of El Pollo Loco. "We are grateful to our loyal guests, team members and franchise partners for helping drive our success and we look forward to many more years of sharing our fresh and flavorful dishes with this incredible community."

From November 4 through November 10, El Pollo Loco's 11 DFW restaurants will give away over 4,000 meals. To receive a free meal, guests simply need to reserve a ticket during their desired mealtime online, with spots available on a first come, first serve basis. For details on how to reserve a free meal, visit www.elpolloloco.com/locoversary.

To kick off its DFW anniversary celebration, El Pollo Loco plans to host anniversary events at each of its locations on Saturday, November 4. Guests are invited to enjoy prize giveaways, food samples, photo wall and more from 11 a.m. to 2 p.m. Additionally, all DFW Loco Rewards members will receive double rewards points on any purchase made on November 4.

El Pollo Loco has also unveiled a new "Build Your Own" menu aimed at providing guests with over 100 ways to customize the mouth-watering meal choices they adore. The "Build Your Own" menu features over 25 percent more fire-grilled chicken on select entrees as well as five new signature flavors including fajita, avocado, mango, chipotle avocado and avocado poblano.

About El Pollo Loco:

[El Pollo Loco](http://www.elpolloloco.com) (Nasdaq:LOCO) is the nation's leading fire-grilled chicken restaurant chain renowned for its masterfully citrus-marinated, fire-grilled chicken and handcrafted entrees using fresh ingredients inspired by Mexican recipes. With more than 470 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah, El Pollo Loco is expanding its presence in key markets

through a combination of company and existing and new franchisee development. Visit us on our website at www.elpolloloco.com.

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