



El Pollo Loco Announces the Grand Opening of New Restaurant in Concord, CA

COSTA MESA, Calif., March 1, 2019 -- El Pollo Loco, Inc. ("El Pollo Loco" or "Company") (Nasdaq:[LOCO](#)), the nation's leading fire-grilled chicken chain, opened its newest restaurant in Concord, CA today. The new restaurant, located at 1551 Monument Blvd, marks El Pollo Loco's second location in Concord, and is owned and operated by franchise partners Manuel Perales, Joseph Rubin and Jesse Villafana at Concord Pollo Inc.

"We are excited to continue growing our presence in Concord with this new location," said Brian Carmichall, Vice President of Development at El Pollo Loco. "Our local staff is dedicated to serving our famous fire-grilled chicken and traditional Mexican family dinners to the community."

The 2,598 square foot restaurant has seating for 58 customers and employs approximately 50 team members. The restaurant features the Company's 'Vision' design concept, which uses warm textures, rustic elements and highlights El Pollo Loco's signature open kitchen that allows customers to view El Pollo Loco's citrus-marinated chicken as it is fire-grilled. The restaurant is open seven days a week from 10 a.m. to 11 p.m.

"Our team is thrilled to bring the authentic flavors of El Pollo Loco's Mexican-inspired dishes to the beautiful Concord community," said Manuel Perales, Owner at Concord Pollo Inc. "Our goal is to provide families with exceptionally friendly service and delicious food for an affordable price."

For promotions and news on the new Concord location, fans can follow the restaurant's local [Facebook page](#). El Pollo Loco fans are encouraged to join [Loco Rewards](#) and will receive a free original Pollo Bowl® after their first regularly priced food or beverage purchase on the mobile app. Loco Rewards members can earn points, redeem rewards and manage offers directly from the mobile app, which is available for download in both the [Apple App Store](#) and [Google Play Store](#).

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, fire-grilled chicken and handcrafted entrees using fresh ingredients inspired by Mexican recipes. With more than 480 company-owned and franchised restaurants in Arizona, California, Nevada, Texas, Utah, and Louisiana, 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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