



## **El Pollo Loco To Enter Louisiana with New Franchise Partner**

### **Listo Way Group LLC to Open Two El Pollo Loco Restaurants in Lafayette, LA Area**



New El Pollo Loco franchise partner, Listo Way Group LLC, is operated by Lafayette native, Jason Trotter.

COSTA MESA, Calif., October 3, 2016 -- El Pollo Loco (Nasdaq: LOCO), the nation's leading fire-grilled chicken chain, today announced it has signed a franchise development deal with new franchise partner Listo Way Group LLC to expand the brand's presence into Louisiana. The Lafayette, LA based franchisee will open two new restaurants in the Lafayette area by 2018. Listo Way Group LLC is operated by Lafayette native, Jason Trotter.

"We're thrilled to welcome Jason to the El Pollo Loco family and partner with him to bring our concept to residents and visitors of the Lafayette area," said Steve Sather, President and CEO of El Pollo Loco. "Louisiana is a natural next step for our brand given our strong and growing presence in Texas. We remain focused on accelerating development and continue to seek new franchise candidates like Jason with the resources and capability to develop the brand in new markets."

Mr. Trotter has extensive restaurant industry experience, growing up in a family that spent decades bringing quality dining options to Louisiana. Mr. Trotter is a former franchisee of the fast casual Mediterranean restaurant company Zoës Kitchen, joining as the company's second franchisee in 2006. Over the course of nine years, Mr. Trotter successfully opened and operated

five restaurants across Florida, Alabama and Louisiana. He was responsible for site selection, managing the construction process and restaurant operations.

“We could not be more pleased to join El Pollo Loco and bring the brand’s famous fire-grilled chicken to our home state of Louisiana,” said Jason Trotter. “We look forward to opening the doors of our first restaurant next year and introducing the community to El Pollo Loco’s authentic, handcrafted dishes inspired by authentic Mexican recipes.”

El Pollo Loco has exclusive multi-unit franchise opportunities available for highly qualified operators in Northern California, Colorado, New Mexico, Texas, Louisiana and Oklahoma. For more information visit <https://elpolloloco.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, fire-grilled chicken and handcrafted entrees using fresh ingredients inspired by Mexican recipes. With more than 445 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 [ElPolloLoco.com](http://ElPolloLoco.com).

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