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El Pollo Loco Pays Homage to Legendary Grill Master Pedro Lopez

Lopez featured in latest "Road to Authenticity" advertisement celebrating iconic brand story and influence of hometown Los Angeles

COSTA MESA, Calif., Feb. 09, 2017 (GLOBE NEWSWIRE) -- [El Pollo Loco](#) (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, today announced the launch of a new television advertisement which honors longstanding Grill Master Pedro Lopez as part of its "Road to Authenticity" campaign. The advertisement showcases a local Los Angeles hero, shining a spotlight on a unique and significant element of the El Pollo Loco brand — its skilled Grill Masters.

A photo accompanying this announcement is available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/9dcda4c5-c372-4189-99d8-34d850b06278>

"When I first joined El Pollo Loco, I was astounded by the many Grill Masters that have been with the company for more than 20 years - it's truly a testament to the art of grilling a product that is differentiated and handcrafted with care," said Steve Sather, Chief Executive Officer at El Pollo Loco. "Our Grill Masters are local heroes and it's exciting to introduce to the public one of the many Grill Masters that make our brand so special."

Pedro Lopez has served as a Grill Master since 1985 and continues to craft authentic, citrus-marinated, fire-grilled chicken at the original El Pollo Loco on Alvarado Street in Echo Park. The advertisement celebrates Mr. Lopez's history with the brand, highlighting how he has mastered the shared language of open flame and grilled chicken, allowing each guest he serves to enjoy the best flavors that El Pollo Loco has to offer.

"Pedro Lopez is deeply engrained in the history of our brand and reflects the spirit and authenticity of El Pollo Loco," added Ed Valle, Chief Marketing Officer at El Pollo Loco. "He has dedicated 32 years to serving the guests of the Alvarado Street restaurant and we're thrilled to honor him with this advertisement."

The video is the second spot in the brand's "Road to Authenticity" campaign, which launched earlier this year as a tribute to El Pollo Loco's Los Angeles roots and iconic brand story. El Pollo Loco's new "Road to Authenticity" spot featuring Pedro Lopez can be viewed [here](#).

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 460 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.

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