



March 8, 2017

## **El Pollo Loco Announces the Grand Opening of New Restaurant in Mission, TX**

### **New restaurant marks the sixth location in the Rio Grande Valley operated by franchisees Mark Wright, Wayne Pearson and Armando Cardenas**

COSTA MESA, Calif., March 08, 2017 (GLOBE NEWSWIRE) -- [El Pollo Loco](#) (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, opened a new location in Mission, TX today. The new El Pollo Loco, located at 2307 N. Conway Ave, is operated by franchise partner EPL Ventures, LLC. The restaurant, owned by Mark Wright, John Wright, III, Wayne Pearson and Lynn Wright Parker, marks the first El Pollo Loco location to open in Mission and the sixth in the Rio Grande Valley.

"We are excited to offer another conveniently located restaurant for guests to enjoy El Pollo Loco's signature citrus-marinated, fire-grilled chicken and authentic Mexican offerings," said Armando Cardenas of EPL Ventures, LLC. "Mission is a great town and we are happy to become part of the community. We welcome guests to come check out the new restaurant and look forward to celebrating with a grand opening event later this month."

"We are honored that EPL Ventures has dedicated 16 years to franchising with El Pollo Loco and we're thrilled the group is continuing to grow the brand in the Rio Grande Valley," said Steve Sather, Chief Executive Officer at El Pollo Loco. "El Pollo Loco has a strong following in South Texas and we're pleased to have a committed franchise partner in EPL Ventures to bring the concept to more guests in the area."

The 3,100 square foot restaurant has seating for 96 guests and incorporates the brand's hacienda design, which features an open kitchen layout designed for customers to view El Pollo Loco's signature chicken as it is being fire-grilled. The restaurant is open daily from 10:00 a.m. to 11:00 p.m.

The Mission restaurant is scheduled to host a ribbon cutting event with The Greater Mission Chamber of Commerce on Thursday, March 30 starting at 5:30 p.m. There will also be entertainment and giveaways for the community. For additional promotions and news on the new Mission location, fans can follow the restaurant's [local Facebook page](#).

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 [www.elpollo loco.com/franchising](http://www.elpollo loco.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 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](http://ElPolloLoco.com).

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### **MEDIA CONTACT:**

Christine Beggan  
ICR Inc.  
203-682-8200  
LOCO@icrinc.com