



El Pollo Loco Pays Homage to Authentic Los Angeles Roots with New Creative Campaign

“Road to Authenticity” campaign elevates iconic brand story celebrating influence of hometown Los Angeles



As a unique tribute to their LA roots, El Pollo Loco commissioned a piece of custom mural artwork from renowned Latino artist Jorge Gutierrez for their Alvarado Street location in Echo Park.

COSTA MESA, Calif., January 5, 2017 -- [El Pollo Loco](#) (Nasdaq: LOCO), the nation's leading fire-grilled chicken chain, announced the launch of its new “Road to Authenticity” creative campaign. The campaign is the first in partnership with new creative agency, Vitro, and celebrates the company’s authentic Los Angeles roots.

“From the boulevards in the vibrant Latino heart of LA, where fire-grilled chicken is a culinary and cultural art form, El Pollo Loco is part of a proud and enduring heritage,” said Ed Valle, Chief Marketing Officer of El Pollo Loco. “Since first opening in LA in 1980, the people, places and practices of this city have inspired the heart and soul of our brand. With “Road to Authenticity,” Vitro helped create something truly special by

capturing these inspirations in an authentic and heartfelt way and we're thrilled for our fans and guests to see it."

To develop the new video spots, [Vitro](#), El Pollo Loco's creative agency of record, partnered with well-known director, David Gelb whose work spans a variety of modern culinary masterpieces. The striking "Road to Authenticity" campaign will launch with traditional media, leveraging a mix of 30 and 15 second television spots that elevate El Pollo Loco's iconic brand story.

"There is no denying the immense influence that the vibrant personality and character of LA has had on El Pollo Loco, and it became clear to us our campaign needed to tell this hometown story," said Tom Sullivan, Chief Executive Officer of Vitro. "We're proud to debut "Road to Authenticity" which highlights the quality and authenticity of El Pollo Loco through a beautiful and enticing travelogue showcasing exactly what inspires everything they do and have done for over 30 years."

El Pollo Loco's new "Road to Authenticity" advertisements can be viewed [here](#).

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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 450 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](#).

About Vitro

Vitro is not just another ad agency. Featured in Ad Age's Top Ten list two of the last three years, Vitro has been helping iconic brands like ASICS, Wild Turkey, Adidas, Petco, Lexus & Disney, drive their business forward for 24 years. Our success lies in the success of our clients. Above all else, we're business partners, seeking out creative solutions to real world business and brand problems, delivering results that matter. Combine that with our philosophy of Never Settling and you can see why VITRO stands out as a next generation creative agency.

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