



El Pollo Loco Announces the Grand Opening of New Restaurant in Watauga, TX

COSTA MESA, Calif., April 26, 2017 (GLOBE NEWSWIRE) -- El Pollo Loco ([LOCO](#)), the nation's leading fire-grilled chicken chain, opened its newest restaurant in Watauga, TX today. The new El Pollo Loco, located at 7900 Denton Hwy., is the first restaurant to open in Watauga, and eleventh in the greater Dallas-Fort Worth (DFW) market.

"We are excited to continue expanding in the Dallas-Forth Worth area and offer another conveniently located destination for individuals and families to enjoy our handcrafted dishes," said Steve Sather, Chief Executive Officer at El Pollo Loco. "Our signature citrus-marinated, fire-grilled chicken is a crowd pleaser and the core of everything we do at El Pollo Loco. We're truly looking forward to sharing our flavorful chicken meals and other Mexican-inspired entrees with the Watauga community."

The 2660 square foot restaurant has seating for 64 guests and the dining room features the Company's new 'Vision Design,' which highlights an authentic, Mexican-inspired atmosphere and encompasses El Pollo Loco's menu and brand identity. The new design features warm textures, rustic elements and a focus on the Company's signature open kitchen layout which allows for guests to view El Pollo Loco's signature chicken as it is fire-grilled. The restaurant is open seven days a week from 10 a.m. to 11 p.m.

For promotions and news on the new Watauga location, fans can follow the restaurant's [local Facebook page](#). El Pollo Loco fans are also encouraged to join the [My Loco Rewards Program](#). New members that sign up will receive a coupon code for a free Taco al Carbon. My Loco Rewards members also receive exclusive offers, information about new menu items, promotions, events, and more.

El Pollo Loco has exclusive multi-unit franchise opportunities available for highly qualified operators in Texas, Oklahoma, New Mexico, Louisiana and Arkansas. For more information, visit www.elpolloloco.com/franchising.

About El Pollo Loco

[El Pollo Loco](http://www.elpolloloco.com) (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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