

Pollo Inka Express

Media Kit

ABOUT US

Just like its founders, Pollo Inka Express, has a long family history, steeped in Peruvian culture.

El Pollo Inka – the ancestor in this story – is the vision come-to-life of founder Rosa Angelica Jaime. As a little girl growing up in Peru – “one of the most beautiful countries in the world,” she said – she worked hard in her mother’s restaurant, scrubbing dishes, bussing tables and learning to cook Peruvian specialties like *arroz con pollo* and *saltado de mariscos* from scratch.

At an early age, Jaime had heard about the American Dream, the idea that every U.S. citizen should have an equal opportunity to achieve success and prosperity through hard work, determination and initiative. So in 1971, at the age of 21, she traveled to the United States on vacation, where she saw the opportunities first hand. Envisioning her future in this country, she made the decision to stay.

It was by no means an easy choice, as her husband, Salomon, and young daughter, Carmen, were still in Peru. Much back and forth discussion about where they would ultimately reside led to their reunion and relocation in Southern California, the Golden State.

Jaime’s first job was in a sewing factory, where she toiled away for four years. When the factory moved to San Diego, she went to work as a supervisor for another factory in Gardena. That experience motivated her to build her own facility, where she and her husband worked side by side for a decade.

But the restaurant bug never really went away, and Jaime and her husband sold the factory to acquire funds for the first El Pollo Inka in December of 1987 in Lawndale, California. The sit-down, full-service restaurant served all Jaime’s traditional favorites with some family recipes added to the menu.

“*Pollo a la brasa*’ means ‘the rotisserie chicken.’ If you visit Peru, you’re going to see on every corner the rotisserie chicken. In the United States, no Peruvians had a restaurant for rotisserie chicken at that time,” Jaime said. “The menu was inspired by Peruvian culture. Famous ingredients in Peru are the hot sauces and the spices, like the herbs to make it spicy and delicious. Everybody knows the famous sauce is the green sauce. It was created by my husband. He invented it. My husband loves the hot stuff, the chili. When we’d go to any restaurant, my husband used to carry in his pocket the little bottle of green sauce to eat. The hot sauce that we created now is part of all the Peruvian restaurants and some of the American restaurants.”

Jaime was undeniably ahead of her time. As the only restaurant of its kind in Southern California, and one of the first in the entire country, success came quickly and she expanded the business. Today, three decades later, it remains a family operation with nine locations throughout the Southwest.

“Peruvian culture represents the pursuit of happiness. My story is the same way,” Jaime said. “I can say coming to America makes your dream come true, seeing my family having a better life than they’d have in Peru. God blessed me having this restaurant, El Pollo Inka.”

WHAT IS PERUVIAN CUISINE?

In much the same way the United States is often seen as a melting pot, so is Peru with a rich mixture of cultures and fusion of international and exotic flavors. Peruvian food is one part Incan and one part Spanish, with a sprinkle of African, Chinese and Italian influences. The Incas provided the potato, chili peppers and corn. The Spanish brought cattle, citrus fruit, wheat and rice. The Africans introduced vinegar-marinated beef on skewers (*anticuchos*); the Chinese contributed soy sauce and stir-fry cooking (the *saltados*); and the Italians provided the pasta. The result was the creation of a new cuisine, one that pays homage to its roots while celebrating a new flavor all its own: healthy, spicy, *delicioso*.

POLLO INKA EXPRESS

Pollo Inka Express, the fast-casual version of the original restaurant, opened in Southern California in 2010 with the goal of serving authentic Peruvian food with the same fresh ingredients and spices as El Pollo Inka but in a quick service setting. Patrons could enjoy the signature *pollo a la brasa* (rotisserie chicken), best-selling *lomo saltado* (Peruvian stir fry), popular *aji verde* (spicy green sauce), and many more favorites in a fast food-style restaurant. At last, Peruvian food as it should be: quick, healthy and authentic.

LEADERSHIP

Hector Cabral

Executive Director, Inka Franchise Corporation

Adding to the authenticity of the management team, Executive Director Hector Cabral hails originally from Lima, Peru. He moved to Southern California in 1983, and has worked in the restaurant industry for the past eight years. He currently oversees the day-to-day operations of the Inka Franchise Corporation while promoting and supporting its expansion nationwide.

Previously, Cabral held several management and leadership positions in the nonprofit field. The experience he gained from managing budgets and contracts, administering programs, supervising staff, and interacting with clients directly translates to his work with El Pollo Inka and Pollo Inka Express.

Cabral has always had a passion for making a difference in the world. In the past, it was by volunteering for and working with several nonprofit organizations, but in recent years that passion has shifted to helping grow his family’s business and creating business opportunities for others.

Cabral earned a bachelor’s degree in psychobiology from University of California, Los Angeles; a master’s degree in clinical psychology with an emphasis in marriage and family therapy from Pepperdine University; and is currently working toward an executive Master of Business Administration degree from Loyola Marymount University. Additionally, he has earned a Food Safety Manager Certification from the National Restaurant Association as well as a Certificate of Appreciation from the City of Hawthorne for his work with the Special Olympics.

During his off-hours, Cabral enjoys spending time with family and friends, listening to music, dancing, hiking, and going to concerts and sporting events. He loves travelling and hopes to do more of it in the future.

Kirk Howell

Owner/General Manager, Pollo Inka Express, Las Vegas
Director of Sales, Inka Franchise Corporation

Kirk Howell, owner and general manager of Pollo Inka Express Las Vegas and director of sales for Inka Franchise Corporation, had more than 40 years of business experience – most as a certified public accountant (CPA) and financial consultant – before taking the reins in 2016.

His current duties include oversight and continuing general manager responsibilities of the Las Vegas Pollo Inka Express restaurant plus development and mentorship of all aspects of the Inka Franchise Corporation expansion plan.

Previously, Howell, who was born in Santa Barbara, California and spent most of his professional career in Manhattan Beach and Laguna Beach, worked with the Jaime family for more than three decades. Howell works with franchisees every step of the way, including location analysis and selection, lease or purchase considerations, financing alternatives, remodeling or new construction, opening plans and development of profitable restaurant operations after opening.

Howell earned his bachelor's degree at Oregon State University and a Master of Business Administration degree at the University of Southern California. Even then, Howell realized his strengths and skillset were geared toward entrepreneurial opportunities. A finance background – and becoming a CPA – were necessary to achieve his goal.

Howell belongs to the American Institute of Certified Public Accountants (AICPA), the Nevada Society of Certified Public Accountants (NVCPA) and the California Society of Certified Public Accountants (CalCPA). The Las Vegas Pollo Inka Express restaurant is a member of the Peruvian Chamber of Commerce.

Howell and his wife Terry are residents of Summerlin. He has two grown sons, Jonathan and Brad, who work for large multinational corporations in the field of finance. In his spare time, Howell enjoys golf, music, playing guitar, skiing, travel and spending time with family.

Priscilla Fellner-Vargas

General Manager, El Pollo Inka Inc.

Priscilla Fellner-Vargas is a Southern Californian through and through. Born in Inglewood, California, she currently resides in Rancho Palos Verdes. Fellner-Vargas graduated with an associate degree in studio arts with a graphic design emphasis from Loyola Marymount University and was a graphic designer for 15 years prior to coming into the El Pollo Inka family. She went on to earn an associate degree in culinary studies from Le Cordon Bleu North America in Pasadena. In the restaurant business since 2013, Fellner-Vargas wears many hats for El Pollo

Inka and Pollo Inka Express, including developing the recipe book and brand manual as well as creating posters, ads and menus. She also manages one of the restaurants in Rolling Hills.

The intersection of design and food came naturally to Fellner-Vargas: “I’ve always loved art and knew I wanted to do something in creating it,” she said, “This is why I decided to pursue a graphic design degree, so I could gain the knowledge and experience to be a successful graphic designer. My family has all owned and operated restaurants my whole life so it was part of our identity. I decided to go to culinary school to help with the family business, and gain a better understanding from the preparation of the food we served to the actual service we provide to our dining guests. There was talk of franchising, so learning the ins and outs from the bottom-up of what the family business was all about was even more important. That is what I’m doing right now.”

Her brother, Richie Fellner, owns a Pollo Inka Express location in Hawaiian Gardens, California.

In her spare time, Fellner-Vargas loves to eat, and try new food and drinks. She and her husband, Juan, enjoy visiting art museums, listening to live music, traveling and spending time outdoors. Learning about new cultures fascinates her, a good thing when you’re constantly looking to enhance your menu selections.

Richie Fellner

Owner/Manager, Pollo Inka Express, Hawaiian Gardens

Southern California native Richie Fellner is the owner and manager of the Pollo Inka Express location in Hawaiian Gardens.

Previously, he worked his way through the ranks at a number of El Pollo Inka full-service restaurants, including Hermosa Beach, West Los Angeles, Torrance and Rancho Palos Verdes, as host, cashier, waiter and manager. He also managed the Pollo Inka Express in Hawthorne, California, just prior to assuming ownership of the Hawaiian Gardens location in March 2018.

Fellner comes from a restaurant family. His grandmother owned a bakery when he was a child; his aunt and uncle, Rosa and Salamon Jaime, founded El Pollo Inka in 1987; and his mother’s entire family works in the food service industry. The lessons learned over the years have served him well.

Before entering the restaurant industry full time, Fellner attended Loyola Marymount University, where he earned a bachelor’s degree in sociology with a minor in business administration. Hobbies include movies, exercise, sports, live music, going to the beach and spending quality time with family and friends.

Erika Martinez

Manager, Pollo Inka Express, Las Vegas

Erika Martinez, manager of the Las Vegas Pollo Inka Express, was born in Chihuahua, Mexico and moved to Southern Nevada in 2013 by way of the San Francisco Bay area. She brings 15 years of restaurant service to her current position, starting in food prep before working her way

up to chef and now manager, where she oversees every aspect of the operation from food quality to customer service.

Martinez has been married to her husband, Nestor, since 2010, and they have three children.

FAQs

Q: Why am I just now hearing about Peruvian food?

A: In December 2017, Peruvian cuisine was listed by Nation's Restaurant News as a top trend prediction for most popular U.S. food. Of course, Pollo Inka Express and its parent company, El Pollo Inka, have always been ahead of the Peruvian food curve, starting in Southern California (where most trends begin) more than three decades ago, before branching out into Nevada and beyond. El Pollo Inka is actively pursuing new franchise opportunities, so watch for a Pollo Inka Express coming to a location near you.

Q: What are some examples of Peruvian cooking prepared by Pollo Inka Express?

A: First and foremost, Pollo Inka Express serves its signature *pollo a la brasa*, skewered roasted chickens rotating for hours over open spits, resulting in a crisp yet juicy meal seasoned with cumin, paprika and smoke. It is available in a variety of options (quarter, half, or whole with two sides), accompanied by a creamy green *aji* made with a mild Peruvian pepper base.

Other Peruvian offerings consist of those with Chinese and Italian influences, such as a selection of wok-fried dishes including *saltados* (stir fry), *chaufas* (Peruvian fried rice) and *tallarines* (stir-fried noodles). The *lomo saltado* mixes beef with vegetables and french fries, and is also available as a sandwich, known as *pan con lomo*. And for those watching their waistlines or following a vegetarian diet, Pollo Inka Express serves an assortment of rice and noodle dishes, fresh salads and vegetable sides.

Q: Ceviche is one of the more popular dishes served at Pollo Inka Express. Is that an unexpected offering for a Peruvian quick-service restaurant?

A: Not at all. In Peru, ceviche has been declared to be part of Peru's national heritage and has even had a holiday declared in its honor. The classic Peruvian ceviche is composed of chunks of raw fish, marinated in freshly squeezed key lime or bitter orange (*naranja agria*) juice, with sliced onions, chili peppers, salt and pepper. Pollo Inka Express serves it in two varieties: fish and shrimp. Both dishes come with authentic sides of sweet potato, potato and *cancha* (Peruvian corn nuts).

Q: Speaking of sides, Pollo Inka Express what is the selection?

A: Sides are very important in creating an authentic Peruvian dining experience, and include cilantro soup, cilantro rice, yuca, and *platanos* (plantains). Pollo Inka Express even serves Peruvian beverages such as *maracuya*, a sparkling grapefruit drink; and *chicha morada*, a sweet fruit drink made from purple corn; as well as *Inca Cola*. Desserts include flan, rice pudding, bread pudding, *tres leches* cake, and soft alfajores cookies, depending on location.

Q: What are the price points at Pollo Inka Express? Is it competitive with other casual quick-service restaurants?

A: Most meals are under \$10. A family meal serving five to eight people, including two whole chickens, four sides, two large cilantro soups, a medium *aji* hot sauce, and a two-liter Inka Cola sells for \$34.99. Ordering is easy because the staff is fluent in English and Spanish. Pollo Inka Express also offers an online rewards program that allows customers to quickly earn free beverages, sides and meals.

Q: How does the Pollo Inka Express rewards program work?

A: Customers sign up at the Pollo Inka Express counter by simply inputting their phone number into a device provided by one of the employees. From that point on, the Five Stars app alerts them via text or email (their preference) to their point status, new offers, promotions, etc. It's easy, convenient, and the points add up quickly.

Q: Does Pollo Inka Express provide catering services?

A: Yes, Pollo Inka Express wants your family, friends and coworkers to discover the unique qualities of Peruvian cuisine for themselves. Pollo Inka Express can cater a business meeting, birthday party, family reunion, school function or any other social gathering. There are [many dishes](#) to choose from – all that is needed is the number of people expected, and Pollo Inka Express can do the rest.

MENUS

<http://polloinkaexpress.com/our-menu/>

POLLO INKA EXPRESS LOCATIONS

Hawthorne

14146 Hawthorne Blvd.

Hawthorne, CA 90250

310-978-8188

Hawaiian Gardens

12110 Carson St.

Hawaiian Gardens, CA 90716

562-444-5522

Las Vegas

2440 S. Maryland Pkwy.

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