



**MEDIA CONTACT:**

Tricia Bennett  
GroundFloor Media  
303-931-0013  
tbennett@groundfloormedia.com

**FOR IMMEDIATE RELEASE**

**QDOBA MEXICAN GRILL OFFERS GUESTS AN AFFORDABLE AND FRESH ALTERNATIVE TO THE BROWN BAG LUNCH**

*Qdoba offers customers a full-sized chicken entrée meal at a reduced price*

**DENVER (Feb. 9, 2009)** – With more than 8.5 billion brown bag lunches being packed by Americans in 2008, and 93 percent of them packed for financial reasons<sup>1</sup>, [Qdoba Mexican Grill](#) announced today that it will offer guests an affordable, fresh, hot alternative to the brown bag lunch. Starting today, guests will be able to save money at [participating Qdoba locations](#) when they purchase a chicken entrée meal for only \$6.99. [Qdoba Mexican Grill](#) is the home of handcrafted, fresh and innovative fast-casual Mexican cuisine.

Qdoba guests can order a complete meal that includes any full-sized, completely customizable chicken entrée with a side of chips and salsa and a regular fountain beverage for just \$6.99. [Qdoba's diverse menu](#) offers more than 18 entrees that can be made with chicken including four of its signature burritos (Ancho Chile BBQ, Fajita Ranchera, Queso and Poblano Pesto), Naked Burritos®, soft or hard shell tacos, taco salads, quesadillas, nachos and Mexican Gumbo. All entrees are handmade in front of the customer and topped with personally selected fresh ingredients, including one of five distinctive salsas.

"We understand that many Americans are trying to save money when it comes to their meals," said Gary Beisler, chief executive officer of Qdoba. "We're offering our customers an alternative to the often-boring brown bag lunch with an affordable, handcrafted meal option that's hot, healthy and delicious and offers a lot of variety."

Health/nutrition is the second reason that Americans say they've increased the frequency of packing their lunches<sup>1</sup>. Qdoba's specially-priced chicken entrée meal allows customers to choose from hundreds of healthy combinations on the menu. Because everything is made fresh, customers can customize their order to fit their own nutritional needs and taste preferences. Qdoba also offers a [nutritional calculator](#) on its [Web site](#) that allows customers to build, customize and calculate the nutritional value of every menu item. Below are a few examples of Qdoba's healthy chicken entrées:

- Naked Chicken Taco Salad - Order a chicken taco salad without the shell. Add lettuce, black bean and corn salsa, fat free picante ranch dressing, and pico de gallo. (310 calories)
  - Adding cheese and lite sour cream to a Naked Chicken Taco Salad adds 140 calories, but also provides a healthy benefit by meeting 25 percent of the recommended daily allowance (RDA) of calcium.
- Naked Chicken Burrito - Order a chicken burrito without the tortilla. Hold the rice and add black beans, pico de gallo, cheese, lite sour cream and lettuce. (480 calories)

**To find a complete list of the participating locations with addresses, please click [here](#).**

Select Qdoba restaurants will offer a specially-priced combination of a drink and chips and salsa or queso for \$1.99 with the purchase of an entrée.

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<sup>1</sup> NPD Group, Inc. Survey: "How Brown Bagging is Affecting the Food Service Industry." May 2008.

## **Qdoba Introduces Chicken Entrée Value Meal**

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### **About Qdoba Mexican Grill**

[Qdoba Mexican Grill](#) puts a fresh spin on flavors in its nouveau-Mexican fast-casual food. The menu offers a variety of choices that are all made fast, fresh and right in front of the customer. Since its beginning in Denver in 1995, the fast casual chain has shown continued growth with more than 470 restaurants in 42 states. Qdoba is a wholly owned subsidiary of Jack in the Box Inc. (NASDAQ: JACK). Franchise development rights exist for additional Qdoba Mexican Grill restaurants in areas throughout the nation. For more information about Qdoba or about franchising opportunities with the company, please visit [www.qdoba.com](http://www.qdoba.com).

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