



### **Our Signature Profile**

It all started with some fresh ideas: Unique recipes. Fresh ingredients. Modern flavor combinations. Fast service. Lots of choices.

Qdoba Mexican Grill® opened its first location in Denver, Colo., more than 10 years ago based on a few simple ideas:

- Consumers want unique flavors and inventive taste combinations
- People want fresh, great-tasting food, even when they don't have a lot of time
- And, people want to play an active role in determining what they eat...they want a lot of options and the ability to customize those choices for their particular tastes

#### **Not Just Another Burrito**

Variety is the spice of life. Qdoba holds true to this idea with a fresh, adventurous spin on a wide variety of flavors and recipes in its nouveau-Mexican, fast-casual food. By carefully creating recipes in test kitchens and preparing many items fresh daily, Qdoba's culinary team breathes new life into traditional fare, such as burritos and salads, by adding modern flavors such as poblano pesto, ancho chile BBQ sauce and ranchera sauce; grilling red peppers, squash and zucchini and adding them to nachos; or ladling Mexican Gumbo™ into bowls.

#### **What Do You Love About Qdoba?**

Customers are able to customize each and every dish by adding or omitting ingredients such as cilantro-lime rice, black or pinto beans or one of five salsas, sauces, cheese, sour cream, and adobo-marinated grilled chicken, vegetables, steak, ground sirloin or shredded pork or beef. Menu items are completely customizable to meet a variety of preferences and/or dietary needs. For a variety of healthy, satisfying options, go to <http://www.qdoba.com/Menultem.aspx?p=healthy> for healthy ideas and a nutrition calculator.

#### **Not Just Another Chain Restaurant**

Now with nearly 400 stores located in 40 states, Qdoba is a leader in the fast-casual restaurant industry and continues to grow rapidly throughout the country. And Mexican food is one of the top three segments in the fast casual growth industry, with Qdoba listed as one of the top 10 chains by percentage sales increase with 31 quarters of positive same-store comp sales growth in 2006. And as the company continues to grow, its employees continue to grow with it – in fact, many employees that started with the company more than 10 years ago are still with the company today.