



The Naked Facts

Qdoba Mexican Grill® provides fresh, innovative dishes with one-of-a-kind sauces and salsas, famous signature burritos and a casual, inviting atmosphere that customers across the country have grown to love.

Qdoba's menu centers on large signature burritos that offer unique, nouveau-Mexican flavors, including three-cheese queso, poblano pesto and fajita ranchera. The menu also includes a wide variety of items such as grilled quesadillas, taco salads, nachos, Naked Burritos®, tacos and Mexican Gumbo™. All entrees are prepared in front of the customer and are topped with personally selected ingredients, including one of five distinctive salsas. Go to <http://www.qdoba.com/menuu.aspx> to learn about all of Qdoba's unique menu items.

The Spice of Life

In addition to its regular menu and fast, friendly, made-to-order service, Qdoba provides food lovers with a variety of programs that enhance their experience.

- **Qdoba Card:** As one of the few restaurants offering this unique reward program, the Qdoba Card is designed to show appreciation to loyal guests. Customers simply ask for a free card at a Qdoba location, register it online and begin swiping upon each purchase to earn points toward free entrees.
- **Qdoba e-Club:** a free online "club" which rewards dedicated customers who join by providing their e-mail address at Qdoba.com. Qdoba sends members cool stuff, such as exclusive discounts, invitations to special events and complimentary Qdoba food. Qdoba will even delight e-club members with a voucher for free chips and salsa just for signing up. Plus, members can look forward to a big surprise on their birthday. (Hint: It's fast, fresh and made right in front of them.)
- **Qdoba Catering:** To bring the flavor of Qdoba to parties, events or business meetings, Qdoba offers catering services with hot taco, nacho and Naked Burrito bars as well as special box lunches. Frequent catering customers can join Qdoba's Catering Rewards Club and earn points redeemable at top merchants such as American Airlines, Amazon.com, Bed, Bath & Beyond and Ritz Carlton Hotels. For more information, go to www.iloveqdoba.com.

Watch Our Garden Grow

Founded in Denver in 1995, Qdoba now has nearly 400 restaurants located in 40 states across the country. Qdoba continues to win the hearts and stomachs of critics and customers who want fast, fresh and flavorful modern Mexican fare.

1995

- Anthony Miller and Robert Hauser found Qdoba Mexican Grill and open the first restaurant at 5th and Grant in Denver, Colorado.

1997

- *The Denver Post* honors Qdoba by naming it as home of the “Best Burrito” in Denver.
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2000

- *The Rocky Mountain News* names Qdoba “One of 20 Colorado Companies to Watch.”
- *The Denver Business Journal* names Qdoba “Among the Top 100 of Colorado’s Fastest-Growing Private Companies.”

2002

- *Nation’s Restaurant News* names Qdoba one of the Top 50 regional “Powerhouse Chains.”
- *The Denver Business Journal* names Qdoba “Among the Top 100 of Colorado’s Largest Private Companies” and “Among the Top 25 of Colorado’s Fastest- Growing Small Companies.”

2003

- Qdoba is acquired by Jack in the Box Inc., a publicly traded (NYSE: JBX) restaurant company headquartered in San Diego, Calif. Qdoba Mexican Grill is a wholly-owned subsidiary of Jack in the Box restaurants.

2005

- Qdoba opens its 200th location in Waukesha, Wis.
- *Hospitality Technology* names Qdoba winner of the “Hospitality Technology Breakthrough Award for Productivity and Efficiency.” Qdoba won the award based on the company’s ability to maintain a lean and consistent operational system while continually striving for growth.
- Qdoba announces new tagline: “What are you going to love at Qdoba?” Designed to communicate the abundance of choices offered to guests, the tagline is used in Qdoba’s new television commercial, radio spots, print advertising and throughout the restaurants. Developed by Denver-based Morey Evans Advertising, Qdoba’s new theme is a branding tool that promises diners that they will find something to love at Qdoba. In addition, whether it’s specific menu items, speed of service or fresh ingredients, the tagline allows guests to personalize their answer based upon their individual preferences.

2006

- Qdoba opens its 300th location in Bloomington, Ind.
- Qdoba announces 28 quarters (seven years) of same-store sales growth.
- *Nation’s Restaurant News* names Gary Beisler, president and chief executive officer of Qdoba Mexican Grill, a 2006 Golden Chain Award winner. The Golden Chain Award, which has been presented since 1977, honors multi-unit operators for their most recent accomplishments and achievements throughout their careers.
- *Fast Casual* lists Qdoba as No. 3 on its list of Top 100 Movers and Shakers.

2007

- Qdoba opens its 350th location in Sioux Falls, SD.
- Comcast’s MetroBeat TV online poll names Qdoba “Best Burrito” in Denver.