



MEDIA CONTACT:

Tricia Bennett

GroundFloor Media for Qdoba Mexican Grill

Phone: 303.931.0013

E-mail: tbennett@groundfloormedia.com

FOR IMMEDIATE RELEASE

**JOHN MCCAIN A NACHOS PERSONALITY? OBAMA A TACO SALAD?
FOOD PERSONALITIES OF PRESIDENTIAL CANDIDATES REVEALED**

*TasteBudPolitics.com encourages visitors to vote with their gut;
food constituencies across the nation formed*

DENVER (October 1, 2008) – Those searching to make sense of the close 2008 presidential race now have one more tool to help them decide: the results of a new study conducted by Dr. Alan Hirsch, director of the Smell & Taste Treatment and Research Foundation, on behalf of Qdoba Mexican Grill, which analyzed the “Q-dentities,” or food personalities, of the 2008 Democratic and Republican presidential and vice-presidential candidates.

These candidate personality profiles are part of TasteBudPolitics.com, a Web site developed to help people vote with their gut – literally. Site visitors are encouraged to take a short quiz to determine their Q-dentity and then asked to vote for a candidate and the most important issue facing the country. With that information, TasteBudPolitics.com compares votes with others from across the nation as well as in each individual state. For example, initial national results show:

- More x personalities plan to vote for John McCain
- More x personalities plan to vote for Barack Obama
- More x personalities are undecided regarding whom to vote for
- x personalities are most concerned about x

“All of our behaviors reflect our underlying personalities,” said Dr. Hirsch. “Whether it be the direction we comb our hair, the career path we choose or, in the case of the upcoming presidential election, the votes we cast, the choices we make indicate who we truly are. By carefully reviewing a variety of aspects of each candidates’ public persona displayed through public behavior, interviews and media statements, we were able to make assumptions about their Q-dentities, or food personalities, that can perhaps help give Americans better insight into the individuals seeking election.”

Following are excerpts of the Q-dentities for the 2008 Democratic and Republican presidential and vice presidential candidates. Please go to www.TasteBudPolitics for the full analyses of the candidates.

John McCain – Nachos: Nacho lovers tend to be secure enough about their own identity that, to a great extent, they tend to be oblivious to what others think of them. They often are self-sufficient and most productive when allowed to work alone and uninterrupted. John McCain

typified the Nachos personality during his time as a P.O.W. and maintains it today by his position in politics. His strong internal sense of duty and strict moral code were manifest in his bravery and loyalty to his country while a prisoner in Hanoi. The same self-assurance and internal ethical code guided him through his maverick role in the Senate. Upholding this moral position placed him at odds with the establishment, and even with his own party.

Barack Obama – Taco Salad: Taco salad lovers tend to be easy going, well-adjusted, empathetic and understanding and are often a perfect spouse, parent and friend. Successfully overcoming a turbulent and challenging childhood, Barack Obama has demonstrated his empathetic and understanding style in his own family and in his political career. Foregoing the natural advancement of his career in the legal profession, he declined offers of wealth and personal gain to become a community organizer. Throughout his ascension in his political party, his insightful writings and speeches portray a deep conviction and thoughtful approach toward all areas of conflict. He demonstrates caring concern, willingness to compromise, and a sense of compassion for others..

Joe Biden – Quesadilla: Those who prefer quesadillas tend to be dependable and true friends. They generally function well as one of the crowd and tend to be loyal followers. At work they are frequently the task-oriented foot soldiers and often function ideally in a group. They often don't require individual praise, but share their successes with those around them. They tend to toil behind the scenes for others at work and within the family. This loyalty defines Joe Biden's commitment to family and life as a public servant. His devotion to those in need supersedes his desire for praise or recognition. He readily bestows credit upon others—senators, representatives, or even presidents—content that the task he has focused on was accomplished.

Sarah Palin – Chips and Salsa: Those who prefer chips and salsa tend to be aggressive, successful, achievement-oriented and natural leaders. Intolerant of defeat, those who prefer chips and salsa often will not take no for an answer. Competitive, ambitious and self-assured, they tend to be decisive and persuasive. This aggressive, achievement-oriented approach is nobly manifest through the manner by which Sarah Palin approached her job as governor of Alaska. Exceeding expectations, she slashed waste in government. Whether it be in her fight against graft or moose hunting, she has consistently presented herself as a natural leader, aggressive and ready for any fight, no matter how great.

Dr. Hirsch developed Q-identities in October 2007 by interviewing more than 2,500 men and women about their personality traits and which Mexican food they prefer (taco, burrito, quesadilla, taco salad, nachos, and chips and salsa.) Dr. Hirsch found that what people prefer to eat indicates very specific and unique personality traits. Details about each Q-identity and its romantic pairing can be found at www.Qdoba.com/Qidentity.

TasteBudPolitics.com voters can join a community of other like-minded "Food Constituencies" such as "Tacos for Obama" or "Burritos for McCain" via the site's Community page, which includes links to Facebook and MySpace pages. In addition, voters can link to YouTube where they can watch videos of other passionate voters gathered from the Democratic and Republic National Conventions where shirts proclaiming "Nachos for Obama" or "Taco Salads for McCain" and the like were handed out. Those interested in posting new videos can win a T-shirt with their specific "Food Constituency," too.

About Dr. Alan Hirsch

As the founder and neurological director of the Smell & Taste Treatment and Research Foundation in Chicago, Dr. Hirsch specializes in the evaluation, diagnosis and treatment of many smell- and taste-related disorders.

For more than 25 years, Dr. Hirsch has dedicated his medical career to helping people to overcome the loss of smell and taste sensations and once again enjoy fulfilling lives. He has also used his expertise to assist people with normal sensory abilities to take advantage of the full power of their senses of smell and taste. His most recent books include *What is Your Food Sign?* and *What Flavor is Your Personality?* For his full biography, please go to www.scienceofsmell.com.

About Qdoba Mexican Grill

Qdoba's menu centers on large signature burritos that offer unique flavors, including poblano pesto, ancho chile barbecue, fajita ranchera and the queso burrito – Qdoba's most popular burrito. The menu also includes breakfast burritos, grilled quesadillas, salads, nachos, Naked Burritos[®], tacos and Mexican Gumbo[™]. All entrees are prepared in front of the customer and topped with personally selected ingredients, including one of five distinctive salsas.

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 400 restaurants in 39 states. Qdoba is a wholly owned subsidiary of Jack in the Box Inc. (NYSE:JBX). Franchise development rights exist for additional Qdoba Mexican Grill restaurants in areas throughout the nation. For more information about Qdoba, please visit www.qdoba.com.

###