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## **QDOBA Mexican Eats Celebrates Flavorful Food, Flavorful Places and Flavorful People**

**SAN DIEGO – Nov. 7, 2017** – Whether you are extra spicy, a little mild, fire-roasted, smoky, savory or sweet, QDOBA Mexican Eats® knows no matter what your flavor preference, delicious food is the ultimate way to bring people together. With over 20 years of serving craveable ingredients, QDOBA is reminding people of its fan-favorite food combinations and inviting people of all flavor profiles to visit QDOBA restaurants.

From burritos, tacos, salads, burrito bowls, nachos, quesadillas and Loaded Tortilla Soup, QDOBA offers a range of entrée options that can be customized to fit your personal tastes. Whether that means adding a scoop of 3-Cheese Queso or topping off an entrée with hand-smashed guacamole, guests are encouraged to explore the countless flavor combinations, at no extra charge.

“We love giving our guests the freedom to try our food and create their own meals. In fact, we think that’s where the real magic happens – when people pair the most unlikely ingredients and make their own masterpieces,” said Jill Adams, vice president of marketing, QDOBA. “As great as our ingredients taste individually, they taste even better when the flavors are united together.”

Many of QDOBA’s menu items are prepared on-site in the restaurant. This includes slicing and dicing fresh vegetables daily to create flavorful ingredients for toppings, such as pico de gallo, fajita veggies and guacamole. Or, fire-grilling marinated steak and adobo chicken on an open flame to ensure both proteins are cooked to juicy, tender perfection.

“We always take the extra steps and never skip on flavor,” said Jeffrey Van Hanswyk, director of culinary & menu innovation, QDOBA. “For example, we could easily use jalapeños from a can, but we go the extra mile. All of our pickled jalapeños are sliced in-house and marinated in our own brine recipe.”

The brand’s flavorful approach is also playing out in its restaurants. Along with the opening of several new locations this year, select current restaurants are being remodeled to reflect the brand’s bold flavor statement. Additionally, select restaurants will have an expanded alcohol offering, which will include bottled beer, draft beer and QDOBA’s signature Q Margaritas.

QDOBA has more than 700 restaurants across the United States and in Canada, all of which are united by their undeniable love for flavorful food, flavorful places and flavorful people. Guests can find their nearest QDOBA by visiting [QDOBA.com/locations](http://QDOBA.com/locations) or on the QDOBA app available for download in the [iTunes App Store](#) or [Google Play](#).

### **About QDOBA**

At QDOBA, everyone is invited to live a more flavorful life. The QDOBA experience comes to life through its multi-dimensional approach to flavor, which encompasses its people, its restaurants and, of course, its craveable food. Through the brand’s vision, guests and team members alike are encouraged to celebrate individuality, break down the walls of convention, and boldly craft a meal that’s packed full of flavors like 3-Cheese Queso and hand-smashed guacamole. Getting its start in 1995, QDOBA – a wholly owned subsidiary of Jack in the Box Inc. (NASDAQ: JACK) – now has more than 700 restaurants in 47 states, the District of Columbia and Canada. Discover more at <http://www.QDOBA.com/> and connect with QDOBA on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

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