



MEDIA CONTACT:
Meg Prejzner | Qdoba
720.898.3917
PR@Qdoba.com

Qdoba® Twists Up Your Queso-Fueled Favorites with Introduction of New Bacon Jalapeno Queso and Quesomole

Newest Menu Items from the Mexican Fast-Casual Brand Will Rollout to Restaurants Everywhere March 10

DENVER (March 10, 2015) – Three words: Bacon Jalapeno Queso. That’s right, folks – better grab some chips or a burrito quick because Qdoba® just one-upped its Queso game with the debut of this new flavor, in restaurants now and available for immediate consumption.

The ultimate savory, smoky and spicy addition, Bacon Jalapeno Queso features Qdoba’s signature 3-Cheese Queso infused with a mix of hardwood-smoked bacon and a hint of jalapeño heat. When devouring Qdoba’s new Bacon Jalapeno Queso, hungry appetites can top-off their favorite burrito with the new sauce, use it to create the world’s most craveable nachos, or dig in to it alongside tortilla chips seasoned with a hint of lime and salt.

“Queso is one of our guests’ go-tos and after seeing the excitement when we debuted Queso Diablo, it’s clear they crave unique Queso flavors,” said John Cooke, Vice President of Menu Strategy and Innovation at Qdoba. “When it came to finding that next ‘dream team’ of flavors for our newest Queso – bacon and jalapeño hit the spot in a bold way.”

To add to the supreme Queso enjoyment, Qdoba is bringing guacamole and Queso together in a uniquely mouthwatering mash-up, Quesomole. Quesomole features either Qdoba’s Queso, Queso Diablo or the new Bacon Jalapeno Queso with a scoop of everybody’s favorite hand-smashed guacamole right on top, served with a side of tortilla chips.

“Many of our guests discovered the magic that is Queso and guacamole together years ago,” said Cooke. “The decision to make Quesomole an official menu item was made even easier knowing guests could now pair guacamole with Queso, Queso Diablo or the new Bacon Jalapeno Queso for three truly unique flavor experiences.”

Bacon Jalapeno Queso and Quesomole are now available at Qdoba’s 600-plus restaurants across the United States and Canada. To dive into more information or to find the nearest Qdoba where you can enjoy Bacon Jalapeno Queso and Quesomole, please visit www.Qdoba.com.

About Qdoba®

Starting with 3-Cheese Queso to hand-smashed guacamole, Qdoba specializes in delivering flavor-fueled, customizable Mexican entrées, so that guests can savor exactly what they are craving – and all at one set entrée price. At Qdoba, guests are encouraged to make each entrée their own and are free to double down on guacamole, load up on fajita veggies, dive in to 3-Cheese Queso or Queso Diablo or savor an over-the-top Smothered Burrito that hits their taste buds with flavor full blast. Calling Denver home since its start in 1995, Qdoba has more than 600 restaurants in 47 states, the District of Columbia and Canada. Qdoba is a wholly owned subsidiary of Jack in the Box Inc. (NASDAQ: JACK) and offers franchise opportunities throughout the United States and Canada. Stop on by www.qdoba.com to discover more about Qdoba.

###