



June 22, 2001

The Power of Sour

From Ancient Egypt to Today's Fast-Food Burger, Sourdough is a Real Bread Winner

SAN DIEGO - The origins of sourdough bread go back to ancient Egypt, where loaves of the bread with the peculiar sour taste were entombed in the pyramids. Even Christopher Columbus had sourdough on his mind - and a starter among his provisions - when he discovered the New World, while gold prospectors in the 1850s earned the moniker "sourdoughs" for their heavy consumption of the travel-hearty bread.

These days sourdough conjures up images of San Francisco and patty melts. But the ancient bread is starting to show up in unexpected places, like fast-food menu boards.

One of the first quick-serve chains to introduce sourdough to its customers was Jack in the Box® restaurants, which launched its first sourdough product in 1989, and today announced the addition of a third sourdough sandwich to its permanent menu. Introduced systemwide, the new Sourdough Grilled Chicken Club joins the chain's signature Sourdough Jack® burger and Sourdough Breakfast sandwich.

"Our goal at Jack in the Box is to offer menu items that appeal to adult tastes," said Tammy Bailey, senior product manager for Jack in the Box. "And sourdough's distinctive taste offers that."

The new Sourdough Grilled Chicken Club sandwich features a grilled chicken breast topped with bacon, Swiss cheese, lettuce and tomato on a toasted sourdough bun. It is the first time the chain has offered a chicken sandwich on sourdough, although guests can request sourdough bread on any burger or sandwich.

"Consumers are looking for taste and variety," said Bailey. "And the combination of the grilled chicken breast and the toasted sourdough bun offers both. It really is a departure from your typical fast-food offering. It's definitely upper crust."

Founded in 1951, Jack in the Box Inc. is the nation's first major drive-thru hamburger chain. With fiscal 2000 systemwide sales of nearly \$2 billion, the San Diego-based company operates or franchises more than 1,700 quick-service restaurants in 16 states and has more than 41,000 employees.