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THE POWER OF PEPPER: JACK IN THE BOX® DEBUTS NEW BLACK PEPPER CHEESEBURGER

New Burger joins additional menu offerings, including Steak & Egg Breakfast Burrito and Jack's Fruit Coolers

(SAN DIEGO, Calif.) – May 28, 2015 – Paying homage to one of the world's most traded – and flavorful! – spices, **Jack in the Box®** is highlighting a unique star ingredient on its newest burger: peppercorns! The **NEW Black Pepper Cheeseburger** from Jack in the Box features a 100% beef patty, creamy peppercorn mayo, black pepper cheese, fried onion rings and crispy bacon, all layered on a gourmet signature bun.

"Our limited-time offer Black Pepper Cheeseburger is an exciting addition to Jack's line of quality burgers," said Keith Guilbault, Jack in the Box SVP and Chief Marketing Officer. "It really delivers a punch of pepper in each bite. We also think our guests will enjoy the 'origin' story we share in our new TV commercial."

To support the launch of the new Black Pepper Cheeseburger, Jack in the Box tapped director Vince Gilligan, creator of the hit TV show *Breaking Bad* and co-creator of its spin-off series *Better Call Saul*.

"Directing this commercial challenged me with a new type of short-form storytelling," said Gilligan. "But working with Jack in the Box made it all worth it. Their innovative menu items provide a great canvas to work from, not to mention, I love the new burger!"

The spot, titled "Spice Trade," is inspired by the deserts of Mongolia and chronicles the beloved Jack character's quest to find an irresistible spice to use in his next craveable burger. After endless searching, he comes across a wise spice trader who gives him delicious black peppercorns, and it is in that "aha" moment that the new Black Pepper Cheeseburger is born. "Spice Trade" premieres June 1 in participating Jack in the Box markets and can also be viewed on Jack in the Box's website at jackinthebox.com.

In addition to the new burger, Jack in the Box also welcomes two new menu items debuting in restaurants today. For breakfast, try Jack's **NEW Steak & Egg Breakfast Burrito**, which features flame-grilled steak, hash browns and creamy Sriracha sauce. For guests looking for a refreshing cool-down, Jack's **NEW Fruit Coolers** are available in two tasty flavors – Loco Lime and Twisted Strawberry.

Jack in the Box's Black Pepper Cheeseburger, along with the Steak & Egg Breakfast Burrito and Jack's Fruit Coolers, are available now at participating Jack in the Box restaurants for a limited time only. For more information on the new products, visit jackinthebox.com, and connect with Jack on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#) and [Vine](#).

About Jack in the Box Inc.

Jack in the Box Inc. (NASDAQ: JACK), based in San Diego, is a restaurant company that operates and franchises Jack in the Box® restaurants, one of the nation's largest hamburger chains, with more than

2,200 restaurants in 21 states and Guam. Additionally, through a wholly owned subsidiary, the company operates and franchises Qdoba®, a leader in fast-casual dining, with more than 600 restaurants in 47 states, the District of Columbia and Canada. For more information on Jack in the Box and Qdoba, including franchising opportunities, visit www.jackinthebox.com or www.qdoba.com.

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