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## **JACK IN THE BOX LAUNCHES A NEW LEVEL OF CRAVEABILITY WITH BRUNCHFAST™**

*New menu gives guests 24-7 access to the mouthwatering flavors of brunch*

(SAN DIEGO, Calif.) – September 29, 2016 – From the brand that transformed breakfast-on-the-go with the industry’s first breakfast sandwich in 1969 and then revolutionized late night dining in 2013 with Jack’s Munchie Meals®, [Jack in the Box®](#) continues its path of innovation with the introduction of a craveable new menu category, Brunchfast™. A first in the industry, Brunchfast marries the unique flavors of brunch with the convenience and anytime availability that guests can always expect from Jack in the Box.

“Brunch enthusiasts no longer have to wait until the weekend to satisfy their brunch cravings,” said Iwona Alter, Jack in the Box Vice President of Product Marketing. “With Brunchfast, we’re giving our guests 24-7 access to the distinct, craveable flavors of brunch whenever they want it and wherever the hunger strikes.”

Jack’s Brunchfast menu features items that make brunch an everyday occasion. Guests can choose from three entrees, including:

- The Bacon & Egg Chicken Sandwich – A toasted English muffin served with Jack’s Homestyle crispy chicken fillet and topped with hickory smoked bacon, cheddar cheese, bacon mayo and a freshly cracked fried egg
- The Brunch Burger – A buttery croissant topped with a juicy beef patty, freshly cracked fried egg, hickory smoked bacon, mayonnaise and American cheese
- The Southwest Scrambler Plate – Scrambled eggs with roasted peppers, diced green chiles and pepper jack cheese. Served with Homestyle Potatoes, hickory smoked bacon or sausage and a buttery croissant

Every entree deserves delicious sides! With options like Homestyle Potatoes, Orange Cranberry Muffins and Mini Pancakes, guests are encouraged to mix and match their Brunchfast items to achieve a perfect variety of sweet and savory that is exactly to their liking. For the ultimate drink pairing, try Jack’s new Blood Orange Fruit Cooler!

Brunchfast isn’t the only big news that Jack in the Box is announcing. Check out [Jack’s newest commercial](#) to learn what – or should we say who – inspired Brunchfast.

Brunchfast is available all day, every day at participating Jack in the Box restaurants. For more information on Brunchfast, visit [jackinthebox.com](#), and connect with Jack on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#) and [Vine](#). Join the Brunchfast conversation by using #Brunchfast.

### **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 Mexican Eats®, 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](http://www.jackinthebox.com) or [www.qdoba.com](http://www.qdoba.com).

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