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Jack Builds a Better Burger

Jack in the Box® restaurants unveil major quality-improvement initiative called Our Best Burgers Ever®;

SAN DIEGO - With summer well under way, barbecue grills reign supreme in backyards across America. Not so indisputable, however, is what happens after a cooked hamburger patty is lifted from the grill. Few backyard chefs assemble a burger with much thought about how it is built nor the order in which the patty, produce, cheese and condiments are layered inside the bun. That could be a BIG mistake because, as Jack in the Box® restaurants discovered, you could be missing out on a lot of flavor.

After nearly two years of research, development and testing, Jack in the Box today announced that it has created better tasting sandwiches by combining new and improved ingredients and preparation procedures. In a major quality-improvement initiative called Our Best Burgers Ever, Jack in the Box is now using new jumbo buns, juicier jumbo beef patties, thicker and crispier bacon, new sauces, and new sauce placement and application. The chain's entire line of burgers - 13 in total - is different now, as are two chicken sandwiches and two breakfast sandwiches that benefit from the new jumbo bun or bacon. And research confirms the changes have resulted in significantly better tasting burgers.

"In considering opportunities to improve our burgers, we carefully evaluated every ingredient of every sandwich, from the sesame seeds on top of the bun to the mayo-onion sauce on the bottom bun," said Linda Beach, senior marketing-services manager.

Along with the new ingredients and prep procedures, Our Best Burgers Ever also includes new packaging for all Jack in the Box products, from cold beverage cups to sandwich wraps to carryout bags. In addition to creating new wraps to accommodate the larger burgers and sandwiches, new packaging was designed to promote the improved quality of the modified products and extend the Jack in the Box brand to each menu item.

"The new jumbo buns are bigger than the previous buns, so we needed larger wraps to hold the sandwiches," Beach said. "The new packaging currently includes eight wraps, two cold beverage cups, a french fries bag and three carryout bags. Eventually, each menu item will be wrapped, boxed or bagged in unique packaging to further build product identity and brand image."

Founded in 1951, Jack in the Box Inc. (NYSE: JBX) is among the nation's leading fast-food hamburger chains. The company operates or franchises more than 1,820 quick-serve restaurants in 17 states and has 43,000 employees.

Our Best Burgers Ever™

What's New

Products

Bacon Bacon Cheeseburger	Bacon Ultimate Cheeseburger	Big Cheeseburger
Big Texas Cheeseburger	Double Cheeseburger	Hamburger
Hamburger with Cheese	Jack's Western Cheeseburger	Jumbo Jack®
Sourdough Jack®	Ultimate Cheeseburger	Jack's Spicy Chicken®
Sourdough Grilled Chicken Club	Ultimate Breakfast Sandwich	Supreme Croissant

Ingredients

Jumbo buns	bigger bun, improved texture
Bacon	enhanced flavor, thickness, crispness
Jumbo hamburger patties	juicier

Sauces

adding sauces to certain sandwiches, new sauce placement and application to enhance flavor

Packaging

Sandwich wraps	eight different sandwich wraps; two generic wraps
Cold beverage cups	two different size cups
French-fries bag	one new bag
Carryout bags	three different sizes