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Jack picks a pack of chipotle peppers

Jack in the Box® restaurants introduces new Chipotle Chicken Sandwich

SAN DIEGO - There's been plenty of head scratching about the humble chipotle. Many people don't have a clue what the heck it is and even less of a clue on how to pronounce it. Simply put, a chipotle (pronounced chee-poht-lay) is a pepper, a smoked red jalapeño pepper to be exact. While chipotles have been around for centuries, they only recently have begun to pop up on menus in America, and now they've come to Jack in the Box® restaurants.

Jack's new Chipotle Chicken Sandwich, available for a limited time at participating Jack in the Box restaurants, features a grilled chicken fillet topped with lettuce, tomatoes, spicy pepper jack cheese and a smoky chipotle sauce on a bun.

"Today's quick-serve consumers are interested in new, exciting flavors and healthier fare," said Tammy Bailey, senior product manager for Jack in the Box. "With the Chipotle Chicken Sandwich, we hope to satisfy not only our guests' cravings for fiery, complex tastes, but also their desire for lighter menu alternatives."

Jack's new Chipotle Chicken Sandwich (390 calories, 18 grams fat) is available a la carte for a suggested price of \$3.29.

Founded in 1951, Jack in the Box Inc. (NYSE: JBX) is the nation's first major drive-thru hamburger chain. The San Diego-based company operates or franchises 1,870 quick-service restaurants in 17 states and has 43,000 employees.