



June 30, 2003

Thanksgiving in July

Jack in the Box® restaurants introduces Turkey Jack ♦ the first turkey burger offered by a major quick-serve chain

SAN DIEGO - Jack in the Box® restaurants has gone to the birds, well, to the turkeys to be exact, and on Monday, July 7, it will unveil its latest burger creation - the Turkey Jack, the first turkey burger offered by a major quick-serve chain.

Once reserved for holiday gatherings, the popularity of turkey has far outgrown Thanksgiving dinner in recent years. According to the National Turkey Federation, consumption of turkey in the U.S. has risen 116 percent since 1970, with the average American consuming more than 17 pounds of turkey a year.

While purists can't imagine enjoying turkey without a side of cranberries and candied yams, the Turkey Jack - featuring a turkey patty topped with melting cheese, lettuce, tomatoes, red onion slices, pickles, ketchup and a mayo-onion sauce on a jumbo bun - is sure to produce a few converts.

"Turkey offers a fresh flavor that appeals to consumers looking for something new and different," said Tammy Bailey, director of menu marketing and promotions. "We think the Turkey Jack will answer customer demand not only for alternatives to beef and chicken, but also for exciting new choices and tastes."

Bailey said Jack in the Box customers may customize their favorite burger by substituting the new turkey patty for an additional 50 cents per patty. This option does not apply to burgers on Jack's Value Menu. The Turkey Jack is priced at a suggested \$3.29 at all participating Jack in the Box restaurants.

Jack in the Box Inc. (NYSE: JBX) operates and franchises two restaurant chains, Jack in the Box® and Qdoba Mexican Grill®, in a combined 29 states. Jack in the Box is the nation's first major drive-thru hamburger chain, with more than 1,900 restaurants, and Qdoba Mexican Grill is an emerging leader in fast-casual dining, with approximately 100 restaurants. With headquarters in San Diego, Jack in the Box Inc. has more than 44,000 employees.

Turkey Talk

- Turkeys are indigenous to the Americas and were domesticated by the Aztecs who used them not only for food, but also for religious sacrifices.
- Ben Franklin lobbied for the turkey to be named the national symbol of America instead of the bald eagle.
- 95 percent of Americans partake of a turkey dinner on Thanksgiving Day, which was established as a national holiday by Abraham Lincoln in 1863.
- A turkey can drown if it looks up while it's raining.
- While on the moon (34 years ago this month), Neil Armstrong and Buzz Aldrin dined on roasted turkey and all the trimmings packed in foil food packets.
- Domesticated turkeys can't fly, but wild turkeys can fly short distances.
- The fleshy growth under a turkey's throat is called a wattle.
- An average 15-pound turkey is 70 percent white meat and 30 percent dark meat.
- June is National Turkey Lovers Month.
- Minnesota, North Carolina, Arkansas, Missouri, Virginia and California produce the most turkeys.
- Three successive strikes in bowling is called a turkey.
- While most turkeys can't fly, they can trot, and in 1908 a dance called the turkey trot became a ragtime-era rage.
- Only male turkeys gobble. Female turkeys make a clicking noise.
- Israel consumes the most turkey, followed by the United States and France.

- Recent studies indicate that the drowsiness some people experience after eating turkey is caused by an increase in tryptophan in the brain.

Source: Most facts courtesy of the National Turkey Federation

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