



September 08, 2003

Caramel Grows Up

Jack in the Box® restaurants introduces Creamy Caramel Shake ♦ a decadent confection that ♦s not just for kids anymore

SAN DIEGO - Whether it came square-shaped and wrapped in cellophane or melted over an apple on a stick, caramel no doubt evokes memories of childhood, especially at this time of year. But today, caramel is showing up in more adult fare - from coffee drinks to gourmet ice cream - and now, thanks to Jack in the Box® restaurants, the tantalizing taste of caramel is just a shake away. On Monday, Sept. 8, Jack in the Box launches its Creamy Caramel Shake, the latest offering in the chain's long line of real-ice-cream shakes that have included the Ultimate Berry, Strawberry Banana and Chocolate Banana.

"Though caramel has been around for years, it has recently surged in popularity," said Tammy Bailey, director of menu marketing and promotions. "And while it's more common in high-end ice cream and coffee products, we're pleased to offer caramel's rich, unique flavor in our high-quality, real-ice-cream shake."

Made with velvety vanilla ice cream blended with authentic caramel syrup, Jack's new Creamy Caramel Shake comes in 16 oz., 20 oz. and 32 oz. sizes for a suggested price of \$1.99, \$2.29 and \$3.29, respectively.

Jack in the Box Inc. (NYSE: JBX) operates and franchises two restaurant chains, Jack in the Box® and Qdoba Mexican Grill®, in a combined 30 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 more than 100 restaurants. With headquarters in San Diego, Jack in the Box Inc. has more than 44,000 employees.