

Quick-serve Industry's First 100% Sirloin Burger Debuts at Jack in the Box Restaurants

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100% Sirloin Burger, the first offered by a major fast-food chain.



Guests can customize their 100% Sirloin Burger (which weighs in at nearly 1/3 of a pound after cooking) with a choice of cheese and onion style on two different builds:

Sirloin Cheese Burger - Sirloin patty on a toasted bakery-style bun with peppercorn mayo, pickle strips, lettuce, tomato, grilled or red onions, and a choice of American, Cheddar or Swiss cheese.

Sirloin Bacon & Cheese Burger - Sirloin patty on a toasted bakery-style bun with peppercorn mayo, pickle strips, lettuce, tomato, bacon, grilled or red onions, and a choice of American, Cheddar or Swiss cheese.

'When consumers hear 'sirloin' they know they're getting a premium product,' said Teka O'Rourke, director of menu marketing for Jack in the Box Inc. 'Our new 100% Sirloin Burger elevates our menu and raises the bar for the quick-serve industry.'

The Sirloin Cheese Burger and the Sirloin Bacon & Cheese Burger are available for the suggested prices of \$3.99 and \$4.59, respectively, excluding tax, at all participating Jack in the Box restaurants.

Jack in the Box Inc. (NYSE:JBX), 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 2,000 restaurants in 17 states.

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