

Jack in the Box Restaurants Launch New Beverage Platform - Real Fruit Smoothies

2008-04-21

As the variety and popularity of premium beverages continues to grow in the U.S., Jack in the Box restaurants today debut a new beverage platform - Real Fruit Smoothies - in several of its markets, primarily in the West. The quick-serve chain plans to roll out its line of smoothies systemwide by the end of July.

Jack's Real Fruit Smoothies are made from a blend of Minute Maid(R) fruit juice and nonfat frozen yogurt and come in three refreshingly delicious flavors - Strawberry Banana, Mango and Orange Sunrise.

"With consumers' busy schedules, smoothies have become very popular as snacks and even breakfast items," said Teka O'Rourke, director of menu marketing and promotions at Jack in the Box Inc. "Our new smoothies offer the flavor and high-quality that consumers have come to expect, but with the added convenience of drive-thru service."

Jack's Real Fruit Smoothies are available in 16- and 24-ounce servings for the suggested prices, excluding tax, of \$2.99 and \$3.99, respectively, at all participating Jack in the Box restaurants in Idaho, Nevada, Arizona, Utah, and Hawaii, as well as several markets in California, including Bakersfield, Chico, El Centro, Eureka, Fresno, Monterey, Palm Springs, Redding, Sacramento, Salinas, San Diego and Santa Barbara.

Jack in the Box Inc. (NYSE: JBX), based in San Diego, is a restaurant company that operates and franchises Jack in the Box(R) restaurants, one of the nation's largest hamburger chains, with more than 2,100 restaurants in 18 states.

This article comes from Hotel News Resource

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