



Tomato, **Tomahto?**

Your customer will see a slice of juicy red goodness, but we know what it cost and how long it took to get that tomato in their hands. These seemingly insignificant points are actually important details for building efficiency and value for our franchisees. Our Margin Improvement Program has identified many small adjustments that have saved millions on ingredient costs over the years. And the commitment continues with our Food Systems Innovation Department which makes every effort to simplify operations, improve equipment effectiveness and packaging cost, and optimize cook and hold times.

COST SAVINGS. *JUST ONE OF THE WAYS JACK IN THE BOX® PERPETUALLY INNOVATES VALUE FOR OUR FRANCHISEES.*

If you are a multi-unit operator looking to expand call **858-571-4091** or visit us online at **Jackinthebox.com/franchise**.



in the box



Often Irreverent. Occasionally Controversial. Never Overlooked.

To know "Jack" is to love Jack. He's one of the most recognizable brand icons in the world. In fact, the Jack in the Box® marketing team has not only successfully built a brand customers love, but Jack and his associated advertising have been recognized worldwide with:

- 8 Effies (4 Gold) since 1996 from industry peers
- Gold and Bronze Cannes Lion awards for the best fast food advertising in the world
- Advertising awareness that trumps all but one category player

BRAND DISTINCTION. *JUST ONE OF THE WAYS JACK IN THE BOX® PERPETUALLY INNOVATES VALUE FOR OUR FRANCHISEES.*

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SURPRISE DELIVERIES ARE FOR BABIES, NOT SUPPLY TRUCKS

Join the QSR who knows how to deliver.

Jack In The Box® Delivery trucks have on-time scores airlines envy. 96.21% of our trucks arrive within the scheduled 1/2 hour. Our supplies, equipment and deliveries are provided at cost to our franchisees. After all, we deliver more than tomatoes, we deliver value.

EFFICIENCY. *JUST ONE OF THE WAYS JACK IN THE BOX® PERPETUALLY INNOVATES VALUE FOR OUR FRANCHISEES.*

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9330 Balboa Avenue, San Diego, CA 92123.

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BIG INNOVATION CENTER... **BIG INNOVATIONS.**

Join the QSR that knows size does matter.

Our state-of-the-art innovation center is the nerve center of our brand. There, we continuously engage consumers to develop and test aggressive menu options to provide franchisees with variety, adaptability, and flexibility in an ever-changing marketplace. And, our improvements won't stir up disruptive or costly operational snags since we know product innovation is only as good as its ability to be executed efficiently. In other words, we pay attention to every detail. Our goal is for all our innovations to have an impact in just one area: the cash register.

UNIT SALES OPPORTUNITY. *JUST ONE OF THE WAYS JACK IN THE BOX® PERPETUALLY INNOVATES VALUE FOR OUR FRANCHISEES.*

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We don't dilly dally.

Two pickle chips or three? Those are the kinds of details we explore to build efficiency and value for our franchisees. Our Margin Improvement Program has identified seemingly small adjustments that have saved millions on ingredient costs over the years. And the commitment continues with our Food Systems Innovation Department which makes every effort to simplify operations, improve equipment effectiveness and packaging cost, and optimize cook and hold times.

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What's the dillio?

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We chip away at costs.

It may seem trivial, but deciding whether to use two pickle chips or three can add up. We examine these kinds of details to build maximum value and efficiency for our franchisees. Our Margin Improvement Program has identified seemingly small adjustments that have saved millions on ingredient costs over the years. And the commitment continues with our Food Systems Innovation Department which makes every effort to simplify operations, improve equipment effectiveness and packaging cost, and optimize cook and hold times.

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Food costs that won't cause tears

When it comes to building efficiency and value for our franchisees, no detail is left unexplored. Our Margin Improvement Program has identified many small adjustments that have saved millions on ingredient costs over the years. And the commitment continues with our Food Systems Innovation Department which makes every effort to simplify operations, improve equipment effectiveness and packaging cost, and optimize cook and hold times.

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