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Pucker Up! QDOBA Mexican Eats® Brings Back QDOBA For A Kiss
Help Kiss Childhood Hunger Good-Bye With Valentine's Day Promotion

SAN DIEGO – Feb. 6, 2018 – [**QDOBA Mexican Eats®**](#) is spreading the love this Valentine's Day by bringing back its annual promotion – QDOBA For A Kiss. On Feb. 14, the brand will offer one free entrée to every guest who purchases an entrée (of greater or equal value) and shares a kiss with anyone or anything. Guests can kiss their significant other, a picture of a celebrity, or even themselves – any kiss is an acceptable form of payment.

QDOBA For A Kiss customers will also be given a paper luchador mask to use for photos and share on their personal Twitter, Facebook and/or Instagram with #QDOBAFORAKISS. Every time the hashtag is used from Feb. 6-28, 2018, QDOBA will donate \$1 (up to \$10,000) to No Kid Hungry®, a nonprofit that is ending childhood hunger in America.

"This is our seventh year running QDOBA For A Kiss, and it's a tradition that our guests and team members look forward to every year," said Keith Guilbault, brand president at QDOBA Mexican Eats. "Since we're all about bringing people together with our fresh, high-quality food, we thought what better way to celebrate Valentine's Day than by fundraising for No Kid Hungry – an organization that works to bring healthy food to children nationwide!"

To kick off this year's QDOBA For A Kiss festivities, the brand will set up a kissing booth in New York City's Herald Square on Feb. 13 from 11 a.m. to 2 p.m. EST. The public will be invited to kiss a luchador on the cheek, grab a photo and/or receive a paper mask in exchange for a donation to No Kid Hungry.

"Roughly 13 million kids in America don't have access to the food they need," said Jill Adams, vice president of marketing at QDOBA Mexican Eats. "Knowing that every \$10 raised can provide up to 100 meals for a child makes us proud to continue to help No Kid Hungry in its efforts to kiss childhood hunger goodbye."

QDOBA has more than 700 restaurants across the United States and in Canada. Guests can find their nearest QDOBA by visiting QDOBA.com/locations or on the QDOBA app available for download in the iTunes App Store or Google Play.

About QDOBA

At QDOBA, everyone is invited to live a more flavorful life. The QDOBA experience comes to life through its multi-dimensional approach to flavor, which encompasses its people, its restaurants and, of course, its craveable food. Through the brand's vision, guests and team members alike are encouraged to celebrate individuality, break down the walls of convention, and boldly craft a meal that's packed full of flavors like 3-Cheese Queso and hand-smashed guacamole. Getting its start in 1995, QDOBA – a wholly owned subsidiary of Jack in the Box Inc. (NASDAQ: JACK) – now has more than 700 restaurants in 47 states, the District of Columbia and Canada. Discover more at QDOBA.com and connect with QDOBA on Facebook, Twitter, Instagram, and YouTube.

About NO KID HUNGRY

No child should go hungry in America, but 1 in 6 kids will face hunger this year. Using proven, practical solutions, No Kid Hungry is ending childhood hunger today by ensuring that kids start the

day with a nutritious breakfast, eat healthy summer meals, and families learn the skills they need to shop and cook on a budget. When we all work together, we can make sure kids get the healthy food they need. No Kid Hungry is a campaign of the national anti-hunger organization Share Our Strength. Join us at NoKidHungry.org.

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