



PRESS RELEASE

For Immediate Release

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**Qdoba Mexican Eats® Heats Up Valentine’s Day with its Annual
“Qdoba For A Kiss™” Promotion**

Guests who pucker up at the register receive free entrée with purchase on February 14

SAN DIEGO (February 7, 2017) - The Qdoba cupid strikes again! [Qdoba Mexican Eats](#) is celebrating love this Valentine’s Day with its popular Qdoba For A Kiss™ promotion. At any participating Qdoba restaurant on February 14, guests who purchase one entrée and share a kiss with a friend, significant other, or even their cell phone will receive a second entrée (of equal or lesser value) for free. No coupon is required – participants just need to show a little bit of love to score a free meal, such as Qdoba’s mouthwatering burritos and bowls, cheesy quesadillas, bold Loaded Tortilla Soup, smoky Habanero BBQ Brisket and more.

And as if kisses and free food weren’t enough to get your heart to skip a beat – there’s this: From February 10-15, Qdoba will donate \$1 to [No Kid Hungry®](#) - up to a total donation of \$10,000 - for every kissing photo shared across Twitter, Facebook or Instagram with hashtag #QdobaForAKiss. Get creative! Post a photo with anyone or anything – it all counts! What’s not to love? Plus, every dollar donated through Qdoba For A Kiss will help feed a child 10 healthy meals.

“Qdoba For A Kiss continues to be a popular promotion, and we’re thrilled to bring it back to our fans,” said Keith Guilbault, President at Qdoba Mexican Eats. “This year, we’re making it even better by partnering with No Kid Hungry, so your kisses won’t bring a smile just to your loved one’s face, but also a deserving child as well.”

The Qdoba For A Kiss Valentine’s Day offer is valid at participating locations. 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 approximately 700 restaurants in 47 states, the District of Columbia and Canada. Discover more at www.qdoba.com and connect with Qdoba on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

About No Kid Hungry

No child should go hungry in America, but nearly 1 in 5 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, are able to get the nutrition they need during the summertime, 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 national anti-hunger organization Share Our Strength. Join us at NoKidHungry.org.

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