

Section Three - Unit Design, Materials and Capital Investment

1. Describe the design (materials, floor plan, number of seats if applicable) of the unit or units, including a rendering or photograph of the proposed dining, retail or service concept and a floor plan of the unit. Please include photographs of an existing location if it is of the same concept being proposed. Renderings or photographs and floor plans may not exceed 11" by 17" and must be contained in the three-ring binder. Please note any unusual utility requirements.

Qdoba recently took a good hard look at who we are and why we're here and have redefined our position within the marketplace to fulfill the needs & expectations of our guests. We're looking at our past in the rearview mirror & have started on a journey to taste life and live for flavor.

Qdoba's new exterior is eye-catching with a bold use of shape, material and color that make our restaurants immediately identifiable, even in the most crowded environments. Reflected in our renderings, is Qdoba's brand vision that works exceptionally well with the Progressive Northwest Modernist design of the Sea-Tac airport. By incorporating an open, welcoming, light and bright interior and exterior with an honest expression of materials - we never shy away from who we are in our journey of tasting life and living for flavor.

Our guests are immediately welcomed by a curated sensory experience. The angled "Q-Screen" is a signature design element for our restaurant exterior. The iconic shape and exposed structure reads especially well from a distance, increasing the effective sight lines to the restaurant. The bold Qdoba logo is integrated into the "Q-Screen" by a back-lit, aluminum rail that creates a warm glow on the vertical elements of the "Q-screen". Our visually bold vertical logo is repeated both on the interior of the restaurant as well as in a way-finding blade sign in the corridor.

Mexican-inspired, urban street art panels reflect Qdoba's cultural influence and add color and visual interest to the main entry area. We think of these art panels as a "flavor wall," inviting guests to discover new and unexpected flavors as soon as they enter into our restaurant.



The patio is a very important touchpoint for our traveling guests who are looking for a social environment to meet, hang-out, and enjoy a meal with friends or associates. The soft glow of the LED string lights is very inviting and provides a sense of intimacy in the concourse.



Upon entering the space, our guests see a restaurant that is inviting, open, light and warm, yet modern. Key to the Qdoba restaurant experience is visibility across the dining area and into the kitchen. Our guests' senses are excited by views of the open kitchen that is at the nucleus of the space. It engages our guests in the cooking experience, and infuses the entire restaurant with sights, sounds, and smells that build anticipation for the meal to come.

At the Queue, customers have easy access to menus and are not overwhelmed by the options. The experience objective is for our guests to see, smell, and hear the food they are about to order and enjoy.

The varied dining area is paired with views into the kitchen and food theater, suggesting an un-common dining experience. Uncommon materials are paired together such as glazed brick and re-claimed wood. Uncommon intersections of materials in the floor materials and on the walls help to create a unique and rave-able dining experience. A wide range of seating types are available for selection, creating a restaurant dining experience that is flexible and varied with many options for different dining experiences for individuals, small groups, or spontaneous interactions, as well as the thoughtful storage for luggage.

The Qdoba ceiling plane includes a number of elements that highlight the different experiences within the restaurant including: general LED lighting that illuminates the space, a wood slat ceiling that defines the dining area, as well as a Signature, LED chandelier and acoustic panels that create different types of "get-together" dining experiences. Speakers help to create a curated sonic experience within the restaurant, as well as TV's and flight monitors that allow guests to linger, stress free, while they pass the time waiting for their flights.



2. Provide information about environmental sustainability considerations planned for the design and build-out of the unit(s), such as materials procurement and other sustainable practices.

Qdoba is consciously making strides to be more eco-friendly adding such equipment as tankless water heaters, LED interior and exterior lighting, Energy Star equipment, variable air volume hoods and make up air units, using Low VOC (volatile organic compound) high pressure laminates millwork in our restaurants, etc.

Other eco-friendly equipment used throughout the System includes:

- Energy Efficient reach in refrigerators & freezers
- Energy Efficient refrigerated counter top units
- Quick recovery gas hot water heaters
- High efficiency heating and cooling rooftop equipment
- Energy Efficient type I & II cooking hoods
- Reclaimed wood in the dining areas

In addition, Qdoba has been using Natural Molded Pulp (NMP), a bio-degradable packaging option in all restaurants system wide since April of 2013.

BENEFITS OF NMP (NATURAL MOLDED PULP) PACKAGING

- Pulp is made from 100% natural resources that can be renewed annually
 - Sugar cane, bagasse, bamboo, palm, reed etc.
 - Pesticide free
 - No bleach or coating
- Biodegradable and fully compostable
 - Material will break down and degrade naturally in the environment
- Certified food safe
- Rigid container
 - Will stand up to hot liquids
 - Water and grease resistant
 - Microwaveable and ovenable up to 400 degrees
 - Can be refrigerated and even frozen

BENEFITS OF POLYPROPYLENE VS POLYSTYRENE LIDS

- Fully Microwavable
- Crack and crush resistant
 - No more throwing away cracked lids
- Passes all requirements for packaging material.
 - 49 cities and/or counties have ban on polystyrene.
 - No known ban on polypropylene





We also have focused on the area of animal welfare for all of our proteins suppliers. Please see the “Animal Welfare Report” <http://www.jackintheboxinc.com/assets/animal-welfare-report.pdf> that provides this information. This document is updated periodically.

3. Identify the minimum capital investment (per square foot and total) that will be made to build out the unit(s) (not including the cost of initial inventory), along with a separate figure for the minimum investment per square foot that will be invested for the midterm refurbishment of the unit(s), using the form in Exhibit 6. The midterm refurbishment amount shall be a minimum of fifteen percent of the initial capital investment per the Agreement.

Qdoba is allocating a budget of just over \$2,500,000 for this project should we be successful and awarded the space. Exhibit 6 is attached as required. A more detailed breakdown of the budget has been added below:

Site Name: SeaTac Airport (re-bid)	
Site Address: 17801 International Blvd	
Description	Budgeted Costs
Soft Costs (LHI)	233,100
	-
Construction Costs Total	1,569,198
Furniture, Fixtures & Equipment	557,793
Signage	102,831
Systems	37,082
Project Grand Total	\$ 2,500,004

Qdoba’s commitment in supporting small businesses for design, architecture and equipment needs is apparent in many projects throughout the country. Already assisting us on this project are Washington-based Wilcox Construction, Lingle Design Group and Avanti Restaurant Solutions – all recognized small businesses as outlined in this CEP.

