

Section One - Background, Experience, and Financial Capability

1. Qdoba Mexican Eats™ presented by Qdoba Restaurant Corporation more than exceeds the minimum requirements stated in this CEP as detailed in the enclosed responses.

Qdoba Restaurant Corporation was founded 1995 in Denver, Colorado as Zuma Fresh Mexican Grill. In 1997, the name was changed to Z-Teca Mexican Grill, to Qdoba Mexican Grill in 1999, and currently to Qdoba Mexican Eats™. Qdoba currently owns and operates 331 Qdoba Restaurants and licenses another 344 under franchise agreements for a total of 675 locations in 47 states, DC and Canada. Of the 675 open today, 11 are located in airports, two (2) in hospitals, 20+ in high-traffic mall food-courts, three (3) in travel plazas, 18 on campuses across the US, and one on a military base in the State of Washington. The airport locations include: two locations in Atlanta, Seattle-Tacoma, Orlando, Indianapolis, Newark, Reagan, Salt Lake City, Dallas-Fort Worth, San Diego, and Detroit Wayne. We also have many more locations in development, and under review, in both traditional locations and captive venues across the US.

2. Qdoba Restaurant Corporation is based in a suburb of Denver, Colorado; the business address for Qdoba is 7244 W. Bonfils Lane, Lakewood, Colorado 80226; Number (720) 898-2300. Website: www.qdoba.com.

As of the date of this proposal, the Company employs 7,125 people. On January 21, 2003, Qdoba Restaurant Corporation (QRC) became a wholly-owned subsidiary of Jack in the Box Inc. (NASDAQ: JACK). Founded in San Diego, CA in 1951, Jack in the Box Inc. (NASDAQ: JACK) is a restaurant company that operates and franchises Jack in the Box® restaurants. Jack in the Box is among the nation's leading fast-food hamburger chains and currently owns and operates 432 Jack in the Box restaurants and licenses another 1,821 under franchise agreements for a total of 2,253 locations in 21 states and Guam. There are currently two Jack in the Box restaurants in the San Diego Airport. We also have a location on Ft. Hood in Killeen, Texas, with other locations in development, in an airport, on military bases, and other non-traditional venues.

3. Based in San Diego, Jack in the Box Inc. is a public company (NASDAQ: JACK) that has more than 22,000 employees. The business address for Jack in the Box and the official place of business is 9330 Balboa Ave., San Diego, California 92123; telephone number (858) 571-2121. Website: www.jackinthebox.com.

Officers of the Company are listed below:

Name	Positions
Leonard A. Comma	Chairman of the Board and Chief Executive Officer
Timothy P. Casey	President - Qdoba Restaurant Corporation
Jerry P. Rebel	Executive Vice President and Chief Financial Officer
Bruce Vermilyea	Vice President, Divisional Chief Financial Officer Qdoba Restaurant Corporation
John Dowaschinski	Vice President, Chief Development Officer Qdoba Restaurant Corporation

Mark H. Blankenship, Ph.D.	Executive Vice President, Chief People, Culture and Corporate Strategy Officer
Phillip H. Rudolph	Executive Vice President, General Counsel and Corporate Secretary
Paul D. Melancon	Senior Vice President of Finance, Controller and Treasurer
Jeff Marshall	Chief Information Officer

4. Sources of funding to be used for tenant improvements and working capital is the available cash resources of the Company. See the financials included in the accompanying Form 10/K.

Included at the back of this section is our fiscal 2015 complete Form 10K/Annual Report with a filing date of 11/19/2015. Jack in the Box Inc. complete financials for previous years, as well as other financial reports are available at: <http://www.jackintheboxinc.com> under the Investors Tab, Financial Reports section.

5. The number of full-time and part-time employees of each Qdoba varies by location across the System. As of the today the employee count is:
 - 51 FT/PT employees are currently active at the Sea-Tac location
 - 609 FT/PT employees are currently active in the State of Washington
 - 7,125 FT/PT employees are currently active in Qdoba Restaurant Corp.
6. Qdoba Restaurant Corporation was founded 1995 in Denver, Colorado as Zuma Fresh Mexican Grill. In 1997, the name was changed to Z-Teca Mexican Grill, to Qdoba Mexican Grill in 1999, and currently to Qdoba Mexican Eats™.




Judgement or Lawsuits: Qdoba Restaurant Corporation has no pending cases and has not declared bankruptcy. Below are concluded cases in the last ten (10) years:

Qdoba Restaurant Corporation v. Taylors LLC, was filed on June 4, 2008, in the United States District Court for the District of Colorado (No. 08-CV-01179 MSK-KLM). Qdoba filed this declaratory relief action to address the allegations of its franchisee, Taylors LLC, that Qdoba made fraudulent representations regarding the profit that the franchisee would earn from its restaurants. Shortly thereafter, on June 18, 2008, Taylors LLC filed Taylors LLC v. Qdoba Restaurant Corporation in the District Court for the City and County of Denver, Colorado, 2008-CV-5236. That suit sought damages and other relief regarding the same allegations. The state court action was stayed, and Taylors LLC asserted similar allegations by counterclaim in the federal court lawsuit. In June 2010, the federal court granted Qdoba's Motion for Summary Judgment in its entirety, dismissing all of Taylors' claims, and entered judgment in favor of Qdoba in the amount of \$900,000.00 for Taylors' breach of its franchise agreements. Taylors filed a notice of appeal with the 10th Circuit Court of Appeal. On December 31, 2010, the parties entered into a settlement agreement, whereby the judgment in favor of Qdoba would be satisfied, the parties would dismiss all claims in the litigation, Qdoba would purchase the assets at Taylors' two remaining restaurant locations, and all remaining franchise agreements with Taylors would be terminated.

Qdoba Restaurant Corporation v. T & J Fresh Mex. LTD, Thomas Gooding, Matthew Roddy and James Roddy, was filed in September of 2013 in the Court of Common Pleas, Cuyahoga County, Ohio. This action was to recover money due under the terms of a lease for certain equipment and for personal guarantees in connection with purchasing and leasing

restaurant equipment. The action was resolved with an agreement by T & J Fresh Mex LTD to repay a total amount of \$589,492.94, pursuant to a payment plan.

7. Qdoba is not ACDBE-certified in the State of Washington nor are we seeking certification for this CEP.
8. Qdoba has been in business since 1995 and has been operating in airports, and other high-traffic venues since 2005. As of today, there 675 locations across the US, DC and in Canada – 55 of these in high-traffic, captive and/or non-traditional venues.

	SEA (post-security)	DFW (post-security)	ATL (post-security)
Photo			
Square Footage	Approx. 975 sq. ft.	Approx. 2,131 sq. ft. (includes seating)	Approx. 606 sq. ft.
Gross Sales	\$5.1M in 2015 \$4.3M in 2014 \$4.4M in 2013	\$3.8M in 2015 \$2.6M in 2014 \$1.5M in 2013 (partial)	\$4.6M in 2015 \$4.4M in 2014 \$2.4M in 2013 (partial)
Sales/Sq. Ft.	\$5,230.77	\$1,736.27	\$7,590.75
Enplane-ments	18,781,778 in 2014	31,400,889 in 2014	48,004,457 in 2014
Average Check	\$9.25	\$10.78	\$10.66
Rent Paid	\$683,737 in 2015. This includes MAG and a tiered rent	Unknown – Franchise Operated	Unknown – Franchise Operated
Capital Investment	Approx. \$948,000 in 2005	Unknown – Franchise Built	Unknown – Franchise Built
Lease Term	10 years. Opened May 2, 2005 in the Center Core. Lease expired May 2, 2015 – now on a month to month basis.	7 years. Opened January 15, 2013 in Concourse A	10 years. Opened March 27, 2013 in Concourse A
Challenges	Limited Space for the volume	Limited Space for the volume	Not self-contained due to very small square footage

9. Provide names, addresses, and telephone numbers of at least two (2) business references and at least one (1) banking reference. Banking reference must be the primary financial institution with which business is conducted.

1. University of Colorado, Denver
Mrs. Allison Besant,
Business Services Manager
University of Colorado, Denver
Anschutz Medical Campus
Tel: (303) 724-6645
Email: allison.besant@ucdenver.edu

Qdoba #002909 is located on the University of Colorado, Denver Campus at 1201 Larimer Street in Downtown Denver, Colorado. The 780 square foot location, with approximately 1,200 square feet of seating opened on October 27, 2014 and is corporately operated.



2. Joint Base Lewis-McChord, Washington
Contract No. LEW-14-002
Paula Strawn
Services Business Manager
Joint Base Lewis-McChord
Army & Air Force Exchange Service
PH: (253) 964-5122
Email: StrawnP@aafes.com

Qdoba was awarded a contract on February 18, 2014, to develop and operate a location located on Joint Base Lewis-McChord in Seattle-Tacoma, Washington. The 2,245 square foot location opened on September 25, 2015 and is corporately operated.



3. Coca-Cola North America
Mr. Charles Such
Senior National Sales Executive
27173 East Ontario Place
Aurora, CO 80016
Phone: 480.789.2797
chsuch@coca-cola.com



4. Banking Reference:
Bank of America
Ms. Arvinder Kaur
Vice President, Dedicated Service Director
Global Client Services & Operations
Bank of America Merrill Lynch
Phone: 888.715.1000 x 57647
Dedicatedwestthree@bankofamerica.com



10. Provide balance sheet and income statements for the last three (3) fiscal years prepared in accordance with generally accepted accounting principles (GAAP).

The balance Sheet and income statement for FY2015 is included in the following 10K. A balance sheet and income statements for FY2014 and FY2013 are included for your reference. Complete financials for both prior years can be found on our website.

Summary

- Qdoba Mexican Eats™ is a national, fast casual Mexican concept offering freshly-prepared Mexican foods, emphasizing healthy options, including salads, bowls, burritos, tacos and side dishes.
- Qdoba has been in business for over 20 years and has the stability, experience and expertise in operating businesses in these environments.
- Qdoba is a wholly-owned subsidiary of a large, publically traded company with access to capital and the capacity to fulfill a Lease Agreement with the Port.

