



JASON'S DELI CELEBRATES 40 'DELI-CIOUS' YEARS

It's been 40 'deli-cious' years since the first Jason's Deli opened in Beaumont, Texas. The restaurant chain has come a long way since its humble roots, born out of a single deli that now has grown to 260 locations across 28 states. Notable milestones include:

- 1976: Founder Joe Tortorice Jr. opened the first Jason's Deli in Beaumont, Texas.
- 1978: Signature sandwich, New Orleans Muffaletta, made its debut on the menu.
- 1980: Famous salad bar was created and a partnership with the Heart institute of St. Elizabeth Hospital was established to develop heart-healthy menu items.
- 1982: First expansion deli opens in Tyler, Texas.
- 1999: Online ordering was launched.
- 2005: All partially hydrogenated oils – source of artificial trans fats – were eliminated and vegetarian items were highlighted on the menu for the first time.
- 2006: First menus to indicate all USDA-certified organic ingredients. Jason's Deli Leadership Institute conducts first classes.
- 2007: First neighborhood Jason's Deli opened in Flower Mound, Texas.
- 2008: Artificial MSG and high-fructose corn syrup were eliminated from all food items on the menu. First pickup window opened at Beaumont-Dowlen Road deli.
- 2010: All dyes were banned, starting with the Kid's Menu. Gluten-sensitive and vegan menus were also introduced.
- 2013: Meatless Eats section was added to the menu.
- 2014: Jason's Deli was the first major restaurant chain to offer a gluten-free chicken nugget, J.D. Nuggetz, which has a cornmeal coating instead of flour. The chicken is also free of antibiotics.
- 2014: the first menu item developed with MD Anderson Cancer Center nutritionists. Since then Jason's Deli has helped raise \$668,000 for cancer research.
- 2015: Jason's Express, primarily a drive-thru concept, introduces a better way to eat on the go.
- 2016: Jason's Deli was No. 2 on QSR Magazine's ranking of the most profitable restaurant chains in the U.S.

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