



INDUSTRY PIONEER OF THE CLEAN FOOD MOVEMENT

Jason's Deli has come a long way since its humble roots, born out of a single deli that now has grown to 260 locations across 29 states over the last 40 years. As the industry pioneer of the clean food movement, Jason's Deli was the first restaurant group to remove artificial trans fats from its food. Since then, Jason's Deli is credited with many other nutritional firsts, including:

- In 1980, the famous salad bar was created and a partnership with the Heart institute of St. Elizabeth Hospital was established to develop heart-healthy menu items.
- In 2005, all partially hydrogenated oils – source of artificial trans fats – were eliminated and vegetarian items were highlighted on the menu for the first time.
- In 2006, Jason's Deli was the first major restaurant chain to indicate all USDA-certified organic ingredients on their menu.
- Artificial MSG and high-fructose corn syrup were eliminated from all food items in 2008.
- In 2010, all dyes were banned, starting with the Kid's Menu. Gluten-sensitive and vegan menus were also introduced.
- A Meatless Eats section was added to the menu in 2013.
- In 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.

Jason's Deli also believes in empowering guests to make the best decisions for them through transparency of the ingredients and nutrition facts. Here's a few ways they support guests in making healthy choices easier:

- Fresh produce is delivered six days a week.
- Jason's Deli has gluten-free, vegetarian, and vegan options on its menu.
- More than a dozen USDA-certified organic ingredients and products are served (grown without synthetic pesticides or herbicides, no preservatives or additives, and no GMOs or irradiation).
- The Special Diets Wizard lets guests easily navigate the menu while avoiding allergens.
- The Nutrition Calculator helps guests build meals that are perfect for their specific needs. They can build and customize their meal and the calculator will generate a nutrition label just like what you see at the grocery store.

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