



Jamba Juice's New Food Menu Hits Chicago

Jamba's New Wraps, Salads and Flatbreads Offer a Better-For-You Option For Tasty Food On the Go

EMERYVILLE, Calif., Aug 20, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Jamba Juice announced today the Chicago debut of its new food menu of delicious and better-for-you wraps, salads, flatbreads and fruit tea infusions. Launching initially in 18 area locations, the new menu offers busy Chicagoans a satisfying way to grab a tasty meal on the go without sacrificing quality for speed of service. The new Grab-n-Go food, California Flatbreads(TM) and Fruit Tea Infusions(TM) are made with high-quality ingredients and designed to meet customer demand for great tasting food that supports a healthy lifestyle.

With customers becoming increasingly savvy about what goes into their food, Jamba Juice was extremely passionate in deciding on ingredients that should not be in their products. Like all of the Jamba products, the Grab-n-Go food and California Flatbreads(TM) contain 0 grams trans fat, no artificial flavors, no artificial preservatives and no high fructose corn syrup.

"In a bustling city like Chicago, our customers are always looking for something they can eat on the run," said Brian Lee, VP of Innovation and Quality, Jamba Juice Company. "Without compromising on taste and quality, we are committed to offering our customers food served fast they won't feel guilty about eating--at lunch, or dinner, or any time in-between."

The Grab-n-Go items--a portfolio of ready-made wraps, sandwiches and salads--make a tasty meal that can be enjoyed on the fly. The Grab-n-Go food selection consists of four different wraps, including an Asian Style Chicken Wrap, Chimichurri Chicken, Greek Goodness(TM) (which is vegetarian) and the Greens and Grains Wrap (which is vegan). Jamba will also offer a Gobblelicious turkey sandwich and two salads--Caesar the Day!(TM) and Ginger Soy Salad Joy.

The California Flatbreads(TM)--a perfect combination of yummy ingredients on top of a crispy crust--make a great pairing to any Jamba Juice(R) smoothie. An excellent source of protein, the California Flatbreads(TM) will come in four different flavors including Four Cheesy(TM), Smokehouse Chicken, Tomo Artichoko(TM) and MediterraneanYUM(TM).

In addition to the introduction of food, Jamba Juice is extending their drink offerings with the launch of Fruit Tea Infusions--an infusion of organic green tea and natural fruit juices served over crushed ice. The perfect accompaniment to the new menu items, the Fruit Tea Infusions(TM) are made with all-natural ingredients, natural fruit juices, contain no high fructose corn syrup and are an excellent source of Vitamin C. With a whole serving of fruit and 160 calories in a 16 Oz serving, the Pomegranate, Passion Fruit and Prickly Pear are refreshing, healthy, and great for any time of day.

"Chicago represents the most significant launch for food since June, when we kicked off our new menu at over 220 of our California locations," stated Kim Larson, Vice President Marketing, Jamba Juice Company. "The reception of food by customers has been tremendously positive and we are continuing our expansion nationwide."

Jamba Juice customers can now enjoy a full menu of food offerings in almost 300 locations, including 18 locations in the Chicago marketplace and over 250 locations across Northern and Southern California. And, as of July 27 2009, New York City marketplace customers can also indulge in California Flatbreads.

For the nearest Chicago location or a complete menu, visit the Jamba Juice website at www.jamba.com or call 1-866-4R-FRUIT.

About Jamba, Inc.

Jamba, Inc. (Nasdaq: JMBA) is a holding company and through its wholly-owned subsidiary, Jamba Juice Company, owns and franchises Jamba Juice(R) stores. Founded in 1990, Jamba Juice is a leading restaurant retailer of better-for-you food and beverage offerings, including great tasting fruit smoothies, juices, teas, hot oatmeal made with organic, steel cut oats, and baked goods. As of July 14, 2009, Jamba Juice had 735 locations consisting of 490 company-owned and operated stores and 245 franchise stores. For the nearest location or a complete menu, visit the Jamba Juice website at www.jamba.com or call 1-866-4R-FRUIT.

SOURCE Jamba Juice

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