



JACK'S FOODIE NIGHT

FEBRUARY 26, 2019

WHAT'S A FOODIE NIGHT?

food·ie

noun INFORMAL

a person with a particular interest in food; a gourmet.

We invited local “foodies” known for their blogs, Instagram and Facebook accounts, and well-known people from around Birmingham to join us for a Foodie Night where they would be able to taste test eight of our newest items. We hosted this event with hopes to promote our food innovation, engage current guests and gain some new guests by the posts the Foodies make on their social media accounts and blogs, and also by word-of-mouth.

Around 35 people were invited and 23 people attended. Of those people, the most influential people in attendance were from AL.com, “It’s a Southern Thing”, The Ostrich, Birmingham Magazine, WBRC Fox 6 News, WSFA 12 News (NBC affiliate in Montgomery), CBS 42 News, Eating Alabama, BHam Now, and Happenin’s in the Ham.



YOU ARE CORDIALLY INVITED TO

Jack's Foodie Night

JACK'S HEADQUARTERS | TUESDAY, FEBRUARY 26
124 WEST OXMOOR RD | 6:30 PM - 8:00 PM

RSVP BY FEBRUARY 12TH TO:
JULIANNA AT JHALLMAN@EATATJACKS.COM

COME HUNGRY

FOOD WE SHOWED

THE FOODIES

BACON JAM PATTY MELT | SOUTHERN FRIED CATFISH

KICK'D UP PATTY MELT | BOLOGNA BREAKFAST SANDWICH

HAND-BREADED CHICKEN FINGER SANDWICH

HAND-BREADED BUFFALO CHICKEN SANDWICH

SAUCED AND TOSSED BONELESS WINGS (3 FLAVORS)

HAND-SCOOPED LEMONADE SHAKE | CHOCOLATE CHIP COOKIE

HOW THE FOODIES RANKED OUR FOOD

Each foodie ranked us on Taste/Flavor, Overall Appearance, and Overall Satisfaction on a scale of 1 to 5. They also had a section to write notes on each product. Twenty of our foodies left their surveys.

Here's the average ranking for each:

| | | |
|---|--|--|
| <p>BACON JAM PATTY MELT Taste/Flavor: 3.8 Overall Appearance: 3.6 Overall Satisfaction: 3.6</p> | <p>SOUTHERN FRIED CATFISH Taste/Flavor: 4.1 Overall Appearance: 3.8 Overall Satisfaction: 3.9</p> | <p>KICK'D UP PATTY MELT Taste/Flavor: 4.4 Overall Appearance: 4.0 Overall Satisfaction: 4.5</p> |
| <p>HAND-BREADED CHICKEN SANDWICH Taste/Flavor: 4.2 Overall Appearance: 4.9 Overall Satisfaction: 4.4</p> | <p>BOLOGNA BREAKFAST SANDWICH Taste/Flavor: 2.9 Overall Appearance: 3.1 Overall Satisfaction: 4.4</p> | <p>BUFFALO CHICKEN SANDWICH Taste/Flavor: 4.7 Overall Appearance: 4.6 Overall Satisfaction: 4.7</p> |
| <p>BONELESS WINGS Taste/Flavor: 4.3 Overall Appearance: 4.5 Overall Satisfaction: 4.3 Overall Favorite Flavor: Honey BBQ</p> | <p>LEMONADE SHAKE Taste/Flavor: 4.8 Overall Appearance: 4.7 Overall Satisfaction: 4.8</p> | <p>CHOCOLATE CHIP COOKIE Taste/Flavor: 4.7 Overall Appearance: 4.7 Overall Satisfaction: 4.7</p> |

POSTS FROM BIRMINGHAM MAGAZINE



POSTS FROM THE OSTRICH

The Ostrich
Yesterday at 10:06 AM · 🌐

Jack's asked me to try some new food and I'm here to tell y'all that (1) Jack's should put their new buffalo sauce on everything, (2) That Kick'd Up Patty Melt is the best fast food burger I've had in a while, and (3) the hand-scooped lemonade shake is like Chick-fil-A's frosted lemonade but better because it's made with Mayfield ice cream and it'll be available on Sunday.

Jack's, Kim Wilson, Tim Croley and 351 others · 114 Comments · 151 Shares

Love · Comment · Share

Most Relevant ▾

Write a comment...

Jack's Thanks for being a solid fan and foodie, The Ostrich.
Like · Reply · Commented on by Julianna Hallman [?] · 1d

alostrich 3h

Jack's
FOODIE NIGHT SURVEY

BACON JAM PATTY MELT
TASTE & FLAVOR: 1 2 3 4 5
OVERALL APPEARANCE: 1 2 3 4 5
OVERALL SATISFACTION: 1 2 3 4 5

SOUTHERN FRIED CATFISH
TASTE & FLAVOR: 1 2 3 4 5
OVERALL APPEARANCE: 1 2 3 4 5
OVERALL SATISFACTION: 1 2 3 4 5

Jack's is feeding me the new stuff tonight!

Send message

Matt Mitchell 2 hrs

Jack's is feeding me some new stuff tonight and I am definitely ignoring this warning

Reply...

alostrich 3h

I pride myself on honest feedback
(and poor penmanship)

Send message

alostrich 3h

Kick'd Up Patty Melt

SWEET BABY JESUS THIS IS GOOD

Send message

alostrich 2h

@eatatjacks is making their own buffalo sauce and they're putting it on everything now and I am totally ok with that

Send message

alostrich 2h

LEMONADE SHAKE

Watch your back, @chickfila

Send message

POSTS FROM EATING ALABAMA



POST FROM TALIA OF AL.COM



POSTS FROM FOODIES OF BHAM



POSTS FROM BHAM NOW



POSTS FROM HAPPENIN'S IN THE HAM

