

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.



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)

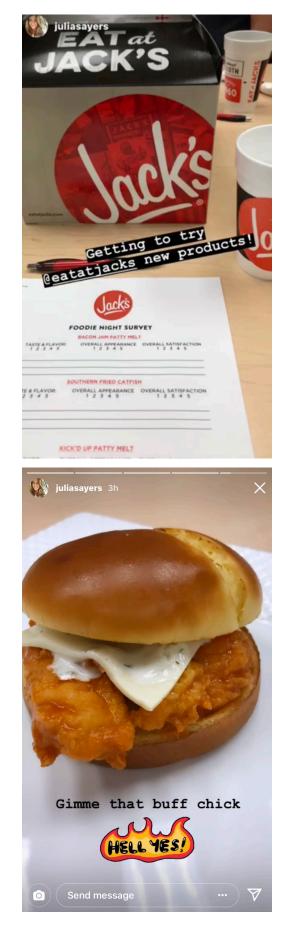
HAND-SCOOPED LEMONADE SHAKE | CHOCOLATE CHIP COOKIE

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:

	1	1
BACON JAM PATTY MELT	SOUTHERN FRIED CATFISH	KICK'D UP PATTY MELT
Taste/Flavor: 3.8	Taste/Flavor: 4.1	Taste/Flavor: 4.4
Overall Appearance: 3.6	Overall Appearance: 3.8	Overall Appearance: 4.0
Overall Satisfaction: 3.6	Overall Satisfaction: 3.9	Overall Satisfaction: 4.5
HAND-BREADED	BOLOGNA	BUFFALO
CHICKEN SANDWICH	BREAKFAST SANDWICH	CHICKEN SANDWICH
Taste/Flavor: 4.2	Taste/Flavor: 2.9	Taste/Flavor: 4.7
Overall Appearance: 4.9	Overall Appearance: 3.1	Overall Appearance: 4.6
Overall Satisfaction: 4.4	Overall Satisfaction: 4.4	Overall Satisfaction: 4.7
BONELESS WINGS	LEMONADE SHAKE	CHOCOLATE CHIP COOKIE
Taste/Flavor: 4.3	Taste/Flavor: 4.8	Taste/Flavor: 4.7
Overall Appearance: 4.5	Overall Appearance: 4.7	Overall Appearance: 4.7
Overall Satisfaction: 4.3	Overall Satisfaction: 4.8	Overall Satisfaction: 4.7
Overall Favorite Flavor:		
Honey BBQ		

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 handscooped 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.

- · BACON JAM PATTY MELT
- SOUTHERN FRIED CATFISH
- · KICK'D UP PATTY MELT
- HAND-BREADED CHICKEN **FINGER SANDWICH**
- BOLOGNA BREAKFAST SANDWICH
- CHICKEN FINGER SANDWICH SAUCED AND TOSSED

HAND-BREADED BUFFALO

- **BONELESS WINGS (3** FLAVORS)
- HAND-SCOOPED LEMONADE SHAKE
- CHOCOLATE CHIP COOKIE



DC Hack's, Kim Wilson, Tim Croley and 351 others 114 Comments 151 Shares C Love Comment Share 🚇 🔻 Most Relevant -○ Ô Œ ☑ Write a comment. Jack's Thanks for being a solid fan and foodie, The Ostrich.

Like · Reply · Commented on by Julianna Hallman [?] · 1d

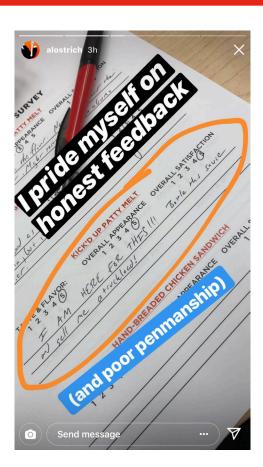












POSTS FROM EATING ALABAMA

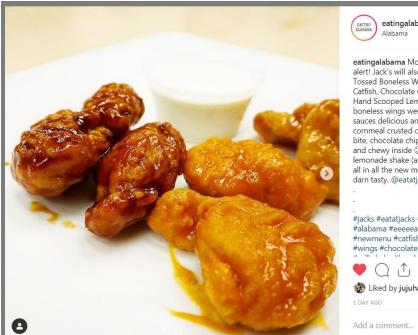
Eating Alabama is at Alabama. Yesterday at 9:05 AM · 🔇

Get ready y'all! Jack's is coming out with some new food and its yummy! Thank you Jack's for inviting us to test out the new menu items. Slide through the pics to get a preview of what's to come! Pics: Bacon Jam Patty Melt, Kick'd Up Patty Melt (spicevyy), Hand breaded Buffalo Chicken Finger Sandwich, Hand breaded Chicken Finger Sandwich, and the Bologna Breakfast Sandwich. We'll post the other food separately!

#jacks #eatatjacks #southern #newmenu #newfood #birminghamalabama #alabama #eeeeeats #allsouthern #southernfood #pattymelt #baconjam #chicken #chickensandwich #handmade #notfrozen #yummy #nomnom #freshfoodnotfastfood #baconjam #buffalochicken #alabamafood #alabamaeats #eatingalabama @ Alabama



OO Jack's, Amber Hooks, Lauren Parks and 3 others



eatingalabama • Following Alabama

1 Share

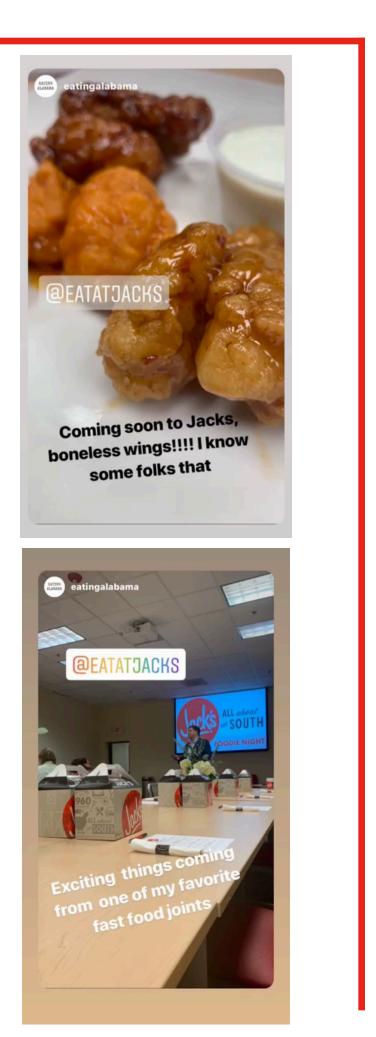
eatingalabama More new menu items alert! Jack's will also offer Sauced and Tossed Boneless Wings, Southern Fried Catfish, Chocolate Chip Cookies, and a Hand Scooped Lemonade Shake!!! || The boneless wings were hand breaded and the sauces delicious and made in house, the cornmeal crusted catfish was the perfect bite, chocolate chip cookie crispy outside and chewy inside , and I finished off my lemonade shake (and wanted more |). So all in all the new menu items were pretty darn tasty. @eatatjacks .

#jacks #eatatjacks #birminghamalabama #alabama #eeeeats #alabamafood #newmenu #catfish #bonelesswings #wings #chocolatechip #lemonadeshake

😵 Liked by jujuhallman and 39 others







POST FROM TALIA OF AL.COM

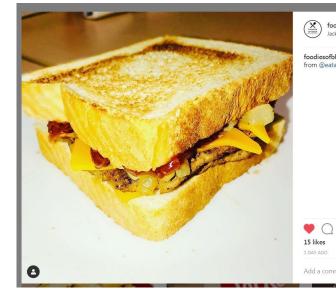


POSTS FROM BHAM NOW





-POSTS FROM







oodiesofbham • Following ck's Corporate Office	
bham The bacon-jam patty me tatjacks new menu!	lt
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foodiesofbham • Following Homewood, Alabama	
foodiesofbham Thanks to @eatatjacks foi inviting us to Foodie Night! The Hand- Breaded Buffalo Chicken Sandwich was amazing!	r
 C 1/2 Diked by jujuhallman and 15 others 2 DAYS AGO 	
Add a comment	

POSTS FROM HAPPENIN'S IN THE HAM







