



Media Contact:  
Courtney Suthoff, FleishmanHillard  
314.982.1776 | courtney.suthoff@fleishman.com

## **SUMMER ARRIVES EARLY WITH ST. LOUIS STYLE BBQ RIBS & CHICKEN MEAL AT BOSTON MARKET**

*Unusually warm spring brings favorite picnic food pairing to menu*

**GOLDEN, Colo. (April 11, 2016)** – After the warmest March on record and with outdoor activities just around the corner, [Boston Market®](#) is giving guests an early taste of their favorite seasonal dishes. The restaurant chain is offering its BBQ Ribs & Chicken meal, served with two sides and fresh cornbread, for \$12.99\*. The experts on home style cooking have mastered the slow roasting of St. Louis style ribs, which are slathered in a sweet, peppery barbecue sauce.

“The time it takes to prepare great tasting ribs is the main reason that people don’t enjoy them more often, so we’re happy to make it as easy as a visit to a Boston Market restaurant,” said Boston Market CEO George Michel, also known as The Big Chicken.

Michel was referencing a finding from a new, national survey on ribs commissioned by Boston Market. The survey also found that rib lovers prefer the pairing of ribs and chicken (54%) two to one over ribs and pulled pork (21%) and ribs and grilled burgers (21%).

First offered in 2013, the BBQ Ribs menu item has become a guest favorite at Boston Market, especially when paired with the signature Rotisserie Chicken.

“We’re delighted to offer two summertime favorites – ribs and rotisserie chicken – side by side at such a great value,” said Michel.

Boston Market’s St. Louis style seasoned ribs are slow-roasted and exceptionally meaty. The brand found that a ¼ rack of the St. Louis variety yielded almost 2 ounces more meat than a ½ rack of baby back ribs from other fast casual competitors.

And what sides will be requested most often to complete the ribs and chicken meal? Ribs lovers say that sweet corn (34%) and mac & cheese (20%) are their top choices, according to the survey.

Along with every other item on the Boston Market menu, the BBQ Ribs & Chicken meal is real food that’s carefully prepared, affordable and without compromise. It’s all part of the restaurant’s promise to deliver an experience that is all good.

For menus and additional information, visit [BostonMarket.com](#).

### **About Boston Market**

Boston Market Corporation, headquartered in Golden, Colorado, has given time back to busy families and individuals for 30 years with quality, home-style meals at a convenient value in 456 locations nationwide. A staple on dinner tables, Boston Market prepares its fresh, never-frozen, all natural chicken in signature rotisserie ovens and features an extensive selection of home-style sides and made-from-scratch

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cornbread. In 2011, the company completed updates to locations across the country, adding new healthier menu items and enhancing the dine-in experience. As one of the country's largest providers of catering services, Boston Market offers convenient, same-day orders and delivery for corporate and personal events of all sizes. For more information, visit the company's website at [www.bostonmarket.com](http://www.bostonmarket.com). For the latest news and deals, follow [@bostonmarket](https://twitter.com/bostonmarket) on Twitter or join us on [Facebook](https://www.facebook.com/bostonmarket).

### **Survey Methodology**

Boston Market® commissioned a survey of American adults to understand attitudes and awareness regarding favorite summertime meals. The polling company, ORC International, surveyed 1,013 consumers online from March 21-23, 2016. The combined sample consists of 1,013 adults (18 years old and older) living in the continental United States with a demographically representative U.S. sample. Final data is weighted by age, gender, region, race/ethnicity and education to be proportionally representative of the U.S. adult population. Findings cited above come from a subset of those surveyed who indicate that they love ribs.

*\* Prices may vary in some restaurants.*

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