



BOSTON MARKET INTRODUCES NEW HAND-CRAFTED ROTISSERIE CHICKEN MARSALA FOR A LIMITED TIME ONLY

A savory spin on a classic Italian dish, Rotisserie Chicken Marsala pairs perfectly with new Roasted Garlic and Chive Mashed Potatoes for a rich and bold flavored meal!

GOLDEN, Colo. – August 22, 2016 – That’s amore! [Boston Market®](#), the rotisserie chicken and contemporary home style cooking experts, today announced the introduction of its new hand-crafted Rotisserie Chicken Marsala – a delicious spin on a classic Italian dish – with sautéed cremini and portobello mushrooms, garlic, fresh herbs and finished with a savory Marsala wine sauce.

Created in the Boston Market Rotisserie Kitchen, this signature dish is bursting with flavor in every bite and perfectly complements their new Roasted Garlic and Chive Mashed Potatoes, which are made with real potatoes, milk, butter, cracked black pepper, roasted garlic and chives and whipped until soft and creamy.

“As the rotisserie experts, we strive to develop new ways to provide fresh, bold and Chef-inspired flavors for our guests,” stated George Michel, (a.k.a. “The Big Chicken”), CEO at Boston Market. “Our new Rotisserie Chicken Marsala puts a rotisserie spin on a classic Italian dish – one that we know both our fans, and fans-to-be, will love – and furthers our ‘All Good’ promise to bring only natural, farm fresh and never frozen rotisserie chicken to the table.”

Available now through October 30 at participating locations nationwide, the new Rotisserie Chicken Marsala dish starts with signature rotisserie chicken, which is prepared by Boston Market Master Carvers every hour and is marinated in a perfect blend of garlic, herbs and spices before being cooked in a continuously revolving rotisserie for 90 minutes until tender, juicy and golden brown. The Marsala sauce, simmered for hours in order to reach peak deliciousness, has a blend of sautéed cremini and portobello mushrooms bursting with rich and loaded flavor.

Liz Fox, Culinary Chef at Boston Market, added: “We carefully selected flavors that blend beautifully together to ensure a heightened food sensation with each and every bite. Ingredients are prepped fresh daily to ensure our guests will embark on a food experience that is hand-crafted and full of bold flavor with a lot of depth.”

The new Rotisserie Chicken Marsala will also be available for purchase through online ordering and catering. Meal choices include a Half Chicken Individual Meal with two sides and cornbread for \$9.99 or Quarter White or Three Piece Dark with two sides and cornbread for \$8.99. Price and participation may vary.

This limited time only offering is being supported by [new TV advertisements](#) and in-restaurant POP, as well as across web, social and digital. For additional information, visit BostonMarket.com or follow us @BostonMarket #MarsalaTime.

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 457 U.S. locations. A staple on dinner tables, Boston Market prepares its fresh, never frozen, natural chicken in signature rotisserie ovens and features an extensive selection of home style sides and made-from-scratch cornbread. 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. For the latest news and deals, follow [@bostonmarket](#) on Twitter or join us on [Facebook](#).

###

Media Contact

Seth Grugle, ICR

646-277-1200

BostonMarketPR@icrinc.com