



BOSTON MARKET POISED FOR CONTINUED EXPANSION IN 2017

The rotisserie chicken and home style cooking experts opened more restaurants in 2016 than combined total of previous decade

Boston Market kicks off new year with “Our Quality Guarantee” -- a continued commitment to serve all-natural, farm fresh, never frozen chicken

GOLDEN, Colo. – January 12, 2017 – [Boston Market®](#), the rotisserie chicken and contemporary home style cooking experts, today provided a 2017 outlook which includes plans to open 16 new locations this year.

The company’s 2017 plans follow a strong 2016 marked by 14 restaurant openings, resulting in the creation of 336 new jobs. As The Holiday Experts®, Boston Market is also pleased to report a record 2016 holiday season with more than one million guests served on Thanksgiving Day alone.

In 2017, Boston Market plans to build on its current restaurant count of 462 with the opening of 12 new restaurants in the United States, as well as 4 new restaurants internationally.

“We are very proud of our expansion as we opened more restaurants in 2016 than the combined total of the previous decade,” stated Boston Market CEO, George Michel, also known as “The Big Chicken.” “2017 will be another year of growth, with continued new restaurant openings in the U.S. as well as our first international restaurants in more than 10 years.”

Boston Market is also kicking off 2017 with “Our Quality Guarantee.” As the preeminent leader in the rotisserie chicken movement for more than 30 years, the Guarantee acts as a continued commitment to all guests that Boston Market will serve all-natural and fresh, never frozen, whole chicken with:

- No added hormones and steroids
- No antibiotics to stimulate growth
- No MSG
- Gluten free

“Since 1995, we have always served naturally delicious U.S. farm-raised rotisserie chicken and we are excited to begin the new year with ‘Our Quality Guarantee’ as we continue to grow the brand and bring our delicious home style cooking to more people across the country and internationally,” Michel said.

Chef Becky Davis, Director of Culinary Innovation for Boston Market, commented: “I am proud to lead a culinary team whose number one priority is serving high-quality food to our guests. We are fully committed to providing delicious, healthy and affordable meals to busy families and we look forward to bringing ‘Our Quality Guarantee’ to more guests in 2017.”

To celebrate the new year, Boston Market is offering a \$1.00 off any Individual Meal coupon so guests can taste the difference of “Our Quality Guarantee” at a discounted price. The coupon is available at BostonMarket.com at the following link: <https://bostonmarket.com/wp-content/uploads/2017/01/DollarOffAnyIndividualMeal.pdf>

For more information about Boston Market or “Our Quality Guarantee,” please visit: <https://bostonmarket.com/guarantee/>

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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 462 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](https://twitter.com/bostonmarket) on Twitter or join us on [Facebook](https://www.facebook.com/bostonmarket).

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