



BOSTON MARKET INTRODUCES NEW SWEET & SPICY APPLE ROTISSERIE CHICKEN & BRINGS BACK BELOVED PARMESAN TUSCAN FLAVOR FOR LIMITED TIME

The Rotisserie Chicken Experts also offer a variety of Easter meals and specials from March 27 through April 16

GOLDEN, Colo. - March 27, 2017 - [Boston Market®](#), the rotisserie chicken and contemporary home style cooking experts, today unveiled a new rotisserie chicken flavor – Sweet & Spicy Apple, with slow-braised smoky apples, apple cider vinegar, sweet brown sugar, onions and a hint of roasted jalapenos. To make the start of spring even sweeter, fan favorite Parmesan Tuscan rotisserie chicken with Italian herbs, spices and a garlic Parmesan sauce is also making a triumphant return to the Boston Market menu; both flavors are available through June 4, 2017.

“We’re always looking to bring Boston Market guests new and intriguing flavor profiles that truly complement our signature rotisserie chicken,” stated George Michel, (a.k.a. “The Big Chicken”), CEO at Boston Market. “We’re eager to hear what our guests think of the new Sweet & Spicy Apple flavor and are excited to once again offer Parmesan Tuscan, as it was very popular among guests when we introduced it for a limited time in years past.”

Available now through June 4 at participating locations nationwide, the new Sweet & Spicy Apple rotisserie chicken and Parmesan Tuscan rotisserie chicken meal choices include a Half Chicken, Quarter White or Three Piece Dark Individual Meals with two sides and cornbread. Parmesan Tuscan rotisserie chicken will also be available for catering orders.

Rebecca Davis, Executive Chef at Boston Market, added “These flavor-filled offerings draw inspiration from sweet and spicy food trends and Italian cuisines and feature blended profiles that everyone will love. For those craving a twist on a classic rotisserie chicken meal, these premium sauces offer unique flavor combinations that pack a delightful punch.”

Boston Market is also offering a variety of Easter meals that can be pre-ordered and picked up in participating restaurants from March 27 – April 16. Guests can purchase a Ham Heat & Serve Easter Dinner for 12 starting at \$9.16 per person or stop in on Easter Sunday – nearly all 459 Boston Market locations will be open – to enjoy a hand-carved, honey glazed ham meal with two sides, fresh-baked cornbread and a slice of apple pie for \$11.99. For a

full menu of Easter meal-solutions or to place an order, guests can visit www.bostonmarket.com.

As the preeminent leader in the rotisserie chicken movement for more than 30 years, Boston Market introduced its “Quality Guarantee” earlier this year that acts as a continued commitment to all guests that the Company will serve all natural and fresh, never frozen, whole chickens that are:

- US-farm raised
- Without added hormones or steroids
- 100 percent antibiotic-free*
- MSG free
- Gluten free

For additional information, visit BostonMarket.com or follow us @BostonMarket.

*As early as July of 2017, more than 75 percent of all Boston Market rotisserie chickens will be certified as raised without the use of antibiotics; 100 percent will be certified by the end of the first quarter in 2018.

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 459 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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Media Contact

Seth Grugle, ICR

646-277-1200

BostonMarketPR@icrinc.com