



BOSTON MARKET COMMITS TO SERVING 100 PERCENT ANTIBIOTIC-FREE ROTISSERIE CHICKEN

Boston Market expands its “Quality Guarantee” commitment to become the first national chicken-specialty chain to eliminate all antibiotics from its all natural, fresh, never frozen whole rotisserie chicken

GOLDEN, Colo. – March 1, 2017 – [Boston Market®](#), the rotisserie chicken and contemporary home style cooking experts, today announced the Company’s commitment to source and serve 100 percent antibiotic-free rotisserie chicken to its guests.

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

“We couldn’t be more proud to become the first national chicken-specialty chain to reach the goal of serving our customers 100 percent antibiotic-free chicken by early next year,” said George Michel, Chief Executive Officer of Boston Market, also known as ‘The Big Chicken’. “Boston Market has already committed to the use of no antibiotics to stimulate growth in our rotisserie chickens for quite some time, and transitioning to all antibiotic-free chicken was the next logical step in the ‘Quality Guarantee’ we promise our guests.”

The Boston Market “Quality Guarantee,” which was unveiled in January 2017, acts as a continued commitment to all guests that Boston Market 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

“Since our founding over 30 years ago, we have always been committed to providing our guests with the highest levels of food quality and transparency, which was reaffirmed when we launched our Guarantee last month,” said Michel. “While the rest of the industry continues to play catch-up in achieving milestones we’ve already accomplished, such as serving rotisserie chicken with no MSG, Boston Market is further elevating our standards by removing all antibiotics from our chicken by this time next year. I challenge other national chicken-specialty chains to remove MSG and commit to antibiotic-free chicken.”

For more information about Boston Market or its “Quality Guarantee” and commitment to serving all-natural and fresh, never frozen whole chickens 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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