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BOSTON MARKET OFFERS HEALTH CONSCIOUS CONSUMERS MORE THAN 100 MEALS UNDER 550 CALORIES

Home Style Chain Meals among the Lowest Calorie Options in the Fast-Casual Category

GOLDEN, Colo. (January 8, 2014) — It's been 2014 for a week, and if you're like most people, that resolution to eat healthier this year is already starting to feel a little too ambitious. Boston Market is helping consumers stick to their goal with the announcement of the "Meals Under 550 Calories" menu, containing more than 100 options that make watching your waistline anything but boring.

The low-calorie menu is one of the largest of its kind among fast-casual restaurants, and includes a variety of delicious and satisfying entrees and sides for guests to choose from. Offerings range from Individual Meals featuring Boston Market's signature Rotisserie Chicken to the restaurant's popular Market Bowls.

"We know our guests are busy, and finding a restaurant that offers satisfying, nutritious meals, outside of a traditional salad offering, can be challenging," said George Michel, CEO of Boston Market (a.k.a. "The Big Chicken"). "At Boston Market we believe a healthy meal can still be a great tasting, filling one, and our 'Meals Under 550 Calories' menu is designed to help guests enjoy lower calorie options that taste great."

Other health-conscious initiatives that Boston Market will feature in January include:

- **Nutrition Calculator** – An interactive Nutrition Calculator allows guests to custom-build Boston Market meals online and obtain their nutritional values. The calculator is available at www.BostonMarket.com.
- **Allergen Menu** – An Allergen Menu feature helps guests with dietary restrictions (such as gluten intolerance) identify the menu items they can eat. It too is available at www.BostonMarket.com.
- **"35 Ways in 35 Days"**– Each day for the next five weeks, Boston Market will feature one meal from its "Meals Under 550 Calories" menu on its website and Facebook and Twitter pages, along with a downloadable snapshot of all of the featured meals.

Boston Market has worked steadfastly over the last several years to create more nutritious menu items. In 2012, it removed salt shakers from tables in all its restaurants while committing to reduce sodium levels in all Boston Market signature items by 20 percent, and in all menu items by 15 percent, by the end of 2014. Boston Market is also a proud participant in the National Restaurant Association's "Kids Live Well" program, and a strategic partner of the United States Department of Agriculture's "MyPlate" program.

In addition to helping consumers eat healthier, Boston Market is also assisting those who resolved to save money in 2014. The restaurant will feature a "Complete 2 for \$20" deal from now through the end of March. Specifically, for \$20, guests can enjoy two Individual Meals with two sides, two desserts and two fountain drinks.

For 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 28 years with quality, home style meals at a convenient value in 460 nationwide 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. 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. 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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