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## **YOUR SECRET IS SAFE WITH US: BOSTON MARKET SURVEY FINDS ALMOST ONE-THIRD OF THANKSGIVING HOSTS WOULD TAKE CREDIT FOR PREPARED FOODS THIS YEAR**

*The Holiday Experts® Expect to Serve One Million Meals on Thanksgiving Day*

**GOLDEN, Colo. (November 18, 2014)** — You might want to quiz Grandma this Thanksgiving about those “secret family recipe” mashed potatoes. A new survey conducted by Boston Market finds that not only will almost half of this year’s holiday hosts use prepared foods as part of their Thanksgiving meal, but almost one-third would also have no problem taking credit for a dish their guests liked.

Overall, survey results pointed to friends, family and food as the most important elements of Thanksgiving – with a strong focus on tradition, not nutrition. Consumers are even more willing than last year to spend on quality food for their guests– with expected budget rising from \$133.07 in 2013 to \$146.01 in 2014. Sixty-two percent of people believe the meal is the most important aspect of the holiday, and even more (64 percent) do not give much thought to the nutritional implications of what they eat on Thanksgiving.

Although serving traditional, comforting Thanksgiving dishes is considered a requirement, people are choosing time with guests over time in the kitchen, with more than half of all respondents saying they trust prepared foods from restaurants enough to serve them on their Thanksgiving table. The majority of hosts (60 percent) are also at least somewhat open to trying new Thanksgiving recipes based on current food trends.

Boston Market offers solutions for guests who like to supplement their own cooking with a few prepared sides or for those who would rather avoid the kitchen entirely. Restaurant locations will open for part of Thanksgiving Day and close early so that employees can make it home for their own celebrations.

The holiday season is the busiest time of year for the fast-casual restaurant, which served more than 1 million customers at its 460 locations last Thanksgiving Day alone. Boston Market has long-established holiday chops – last year, the company served more than 41,000 whole turkeys, nearly 3 million pounds of mashed potatoes and more than 13 million pieces of cornbread in November and December.

“So many Thanksgiving memories take place around the dinner table, and it’s important to us that our guests be able to share familiar, home style dishes with friends and family – without missing all the special moments because they’re stuck in the kitchen,” said George Michel, CEO of Boston Market (a.k.a. “The Big Chicken”). “At Boston Market, we serve holiday staples every day, so our guests can trust us to be a part of their special meal.”

Boston Market is offering guests a variety of holiday meal options this season, including:

- **Heat & Serve Holiday Meals:** Meals for four or 12, turkey or ham, The Holiday Experts® at Boston Market will handle all the cooking and seasoning. This year, diners can purchase a whole roasted turkey meal for 12 – including one whole turkey, spinach artichoke dip, mashed potatoes, gravy, cranberry walnut relish, vegetable stuffing, dinner rolls and two whole pies for only \$99.99.
- **Thanksgiving Day Meal:** For those who plan to dine out or who need last-minute side items, all Boston Market restaurants will be open on Thanksgiving Day (hours vary by location) and offer holiday favorites like the Thanksgiving Day Meal, which features roasted turkey breast or chicken with two home style sides, freshly baked cornbread and a slice of apple or pumpkin pie for \$11.99.

- **Hot & Ready Catered Buffets:** Whether you need a holiday meal for the family or office, Boston Market will take care of every detail, and even deliver the feast.
- **A la Carte:** If you need more mashed potatoes, need to pick up a pumpkin pie on the way to grandma's house, are simply pressed for time in the kitchen or do not trust yourself making gravy, Boston Market has all the sides and desserts you need for a worry-free holiday.

To assist guests during Thanksgiving week, each Boston Market location will also designate two crewmembers as Holiday Ambassadors. These knowledgeable ambassadors will welcome guests and help ensure they have a pleasant in-restaurant experience.

Boston Market has also partnered with Lisa Leslie, WNBA Hall of Famer, co-host of CBS's new all-female sports show "We Need To Talk", and avid cook and entertainer, to develop holiday tips and easy-to-prepare recipes incorporating home style sides from Boston Market.

To help with last minute planning, The Holiday Experts® will accept Heat & Serve and catering orders for Thanksgiving Day until 2 p.m. on Wednesday, Nov. 26. In addition to online ordering via [www.bostonmarket.com](http://www.bostonmarket.com), orders can also be placed by calling 866-977-9090.

For additional information, visit [bostonmarket.com](http://bostonmarket.com). Consumers can also visit Boston Market's Celebration Hub at [celebrationhub.bostonmarket.com](http://celebrationhub.bostonmarket.com).

#### **About Boston Market**

Boston Market Corporation, headquartered in Golden, Colorado, has given time back to busy families and individuals for more than 25 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. 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](http://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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