



Media Contact:
Amanda Rast, Fleishman-Hillard
314-982-9167 | amanda.rast@fleishman.com

FOR IMMEDIATE RELEASE

BOSTON MARKET LAUNCHES NEW SLOW BRAISED PULLED PORK

*National Fast Casual Chain to Offer Signature Rotisserie Chicken and
Slow Braised Pulled Pork Meal Starting at \$10.99*

GOLDEN, Colo. (April 13, 2015) — Ready, shreddy, eat! After a year of researching, testing and perfecting, Boston Market® today announced the addition of Slow Braised Pulled Pork to its menu for a limited time only.

“With the popularity of pork at an all-time high, the new offering makes Boston Market the first national fast casual restaurant in the United States to serve Rotisserie Chicken paired with Slow Braised Pulled Pork,” said George Michel (a.k.a. “The Big Chicken”), CEO of Boston Market. “After introducing St. Louis Style Ribs in 2013, we were eager to offer another pork meal on our menu. Like all of our food, it’s a wholesome and homestyle meal that is the perfect complement to our signature rotisserie chicken, and I am certain our guests will love it as much as we do.”

Available now through May 31, the new Slow Braised Pulled Pork is first seared, and then braised in its own natural juices for hours until it is so tender it falls apart. Guests can then choose to have it topped with either a traditional Zesty Sweet BBQ or Garlic Citrus Sauce for a more contemporary flavor. Meal choices include:

- Slow Braised Pulled Pork paired with Signature Rotisserie Chicken Platter, served with two classic sides and homemade cornbread – \$10.99
- Slow Braised Pulled Pork Platter, served with two classic sides and homemade cornbread – Regular \$8.29; Large \$9.29
- Pulled Pork Sandwich Served on White or Multi-Grain Artisan Bread – \$7.29

Pulled Pork will also be served a la carte and in family meals as well as through catering.

“We attribute our continued success to our commitment to the things that matter – our food, our guests and our employees,” said Michel. “By listening to both our employees and consumers, we are constantly innovating the menu to become more contemporary and relevant. The introduction of our new Slow Braised Pulled Pork meal is an example of following key food trends and selecting delicious menu items that our guests expect from us.”

For more information, visit www.bostonmarket.com.

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 456 locations nationwide. 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.

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