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**BOSTON MARKET TAKES A SIDE AGAINST FRIED,
STANDS UP FOR GOODNESS OF REAL FOOD AND CONVERSATION**

New advertising campaign, special offer and first National Rotisserie Chicken Day

GOLDEN, Colo. (June 1, 2015) — There's a new side at Boston Market but you won't find it on the menu. The fast casual restaurant that sparked America's love affair for rotisserie chicken is "taking a side against fried" and other hasty dinnertime decisions that cheat us from making mealtime as meaningful and delicious as it can be. Titled "All Good," the new branding campaign that debuts today, and the summer-long conversation that starts tomorrow with the first National Rotisserie Chicken Day, will stand up for the simple goodness of families and friends connecting over real food that's carefully prepared, affordable and without compromise.

The opening line in the first TV spot sums up Boston Market's challenge to today's lowered expectations for convenient, affordable food: "When making food fast is more important than making food good, something's wrong." Boston Market is the sharp contrast, offering all natural chicken, slow roasted for approximately 90 minutes, served on real plates with real home-style sides and meal prices starting at \$6.99.

In addition to TV commercials, the All Good campaign will include farm-image branding in the restaurants, consumer education with serving suggestions and tips for family meal planning, and the first-ever National Rotisserie Chicken Day. Its aim: to protect the treasured ritual of quality mealtime, which is always under attack with the faster pace of modern life.

"Our All Good campaign is about highlighting what sets Boston Market apart from our competitors: our food, our service and our people. In other words, our promise to deliver an experience that is all good," said Boston Market CEO George Michel, also known as The Big Chicken. "We're dialing up our brand so we aren't overlooked in the rush to respond to the siren song of fast food."

The campaign includes national cable and spot TV advertising, print, coupons, and restaurant merchandising. Boston Market worked with Zimmerman Advertising, the agency of record since 2010, to develop the campaign, which features Boston Market Rotisserie Chicken at the heart of a range of home-style, healthful, guilt-free meals to be enjoyed alongside real sides using real plates and real silverware. The launch will also be supported by consumer outreach, events and social media.

National Rotisserie Chicken Day, on June 2, is a coast-to-coast celebration and reminder that there is a better way to fuel up with this lean protein. The new annual observance was one of only 10 new holidays greenlighted by the National Day Calendar registrar this year. As a way to say thank you to everyone who has helped pave the way for the Rotisserie Revolution over the last three decades, Boston Market will celebrate National Rotisserie Chicken Day at all of its restaurants by offering a free regular third side with purchase of a Rotisserie Chicken Individual Meal*. There also will be surprises and delights for consumers who show their love on social media using the hashtag #RotisserieChickenDay.

All-time basketball great and Boston Market fan, Lisa Leslie, will again partner with the fast casual chain to join the conversation on National Rotisserie Chicken Day and throughout the summer.

“I’m rotisserie chicken’s biggest fan,” said Lisa Leslie. “As an athlete and a mom, providing a healthy meal for my family is a top priority. We’re constantly on the run, so we love stopping by Boston Market to pick up a delicious home style meal that tastes like I spent hours in the kitchen preparing it. “

Boston Market carefully prepares its rotisserie chicken, which is all-natural, never frozen and contains no added, hidden hormones or steroids, using a signature marinade and rotisserie cooking method that allows the fat to drip away leaving a lean, moist and tasty source of protein.

“Consumers are looking at food differently today – healthy eating is not a trend; it is a way of life,” said Dr. James Hill from the University of Colorado and Anschutz Health & Wellness Center. “Since Americans love to eat out, it is important for both consumers to be aware of what goes into their food and for restaurants to have healthy dining options available. That is one way we can become a healthier society.”

For more information, visit www.bostonmarket.com.

**While supplies last. Sides vary by location. Coupon required; coupons available at 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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