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ACTRESS KATE WALSH HEADLINES THE BOSTON MARKET ALL-STAR CAST OF HOLIDAY EXPERTS®

*Experts of Entertainment, Etiquette and Meal Preparation Serve up Advice and Holiday Hacks
As Restaurant Prepares to Serve One Million Guests For Thanksgiving*

GOLDEN, Colo. (November 10, 2015) — [Boston Market](#), also known as The Holiday Experts®, is teaming up with actress and avid foodie Kate Walsh, along with other authorities on etiquette, entertainment and conversation, to help turn the meals of this holiday season into lifelong memories.

“Boston Market makes it possible for me and countless others to spend less time in the kitchen,” said Walsh who is best known for her starring roles in “Private Practice” and “Grey’s Anatomy.” “By picking up one of my favorite pre-made sides like Mac & Cheese and adding my own unique spin on it, I have more time to be with my friends and family during the holiday season.”

And Kate is not alone in her use of prepared foods. A new survey from Boston Market finds that nearly half of all consumers plan to use prepared foods in their holiday meals this year. The survey also found that while 86 percent of consumers enjoy the overall meal experience, the two greatest pain points are shopping for the meal and cleaning up afterward, which provides further support for why the trend of using prepared foods continues to increase year over year. The survey also found:

- **East beats West for planning ahead:** Holiday hosts in the Northeast and Midwest start planning for the holiday meal two days earlier (on average, 9 ½ days before Thanksgiving compared to 7 ½ days).
- **Regions take sides with side dishes:** While mashed potatoes and stuffing rule the feast in every region, holiday meals in the Northeast are two-to-three times more likely to have Brussels sprouts and squash on the plate; and macaroni & cheese and sweet potato casserole are much more likely to be served in the Midwest and South.
- **Turkey still reigns supreme:** Eighty-six percent of households will serve turkey this year as the main course.
- **What’s served as homemade might not be:** Nearly one-third of people said they’d quietly take credit for a prepared food dish that guests like.

Joining Kate in offering consumer tips and tricks for the holidays are experts including:

- **Boston Market Head of Culinary Innovations Chef Rik Kiessling**, who provides recipes, cooking hacks and other tips on how to prepare the perfect holiday feast.
- **Etiquette expert [Thomas Farley](#)**, who helps diners and hosts avoid potential etiquette pitfalls.
- **Entertaining expert [Julie Blanner](#)**, who offers entertaining and decorating tips and tricks for hosting an effortless holiday soirée.
- **Conversation experts at [The Family Dinner Project](#)**, who explain how to bring the fun into conversations about things that matter, making holiday mealtime a true bonding experience for families.

When it comes to Thanksgiving, guests can feel confident trusting The Holiday Experts® at Boston Market because the company has been serving turkey and home style sides for three decades. Last

year, the company sold more than 41,000 whole turkeys, nearly 3 million pounds of mashed potatoes and more than 13 million pieces of cornbread.

“Thanksgiving represents so much more than food—it’s about making memories and spending time with family and friends,” said Boston Market CEO George Michel (aka “The Big Chicken”). “At Boston Market, we serve home style dishes every day, so our guests can feel confident inviting us to be part of their special meal. Our goal is to enhance the familiar taste of home and family—without requiring a full day in the kitchen.”

Boston Market will again offer solutions for a variety of holiday meal options this season, including:

- **Heat & Serve Holiday Meals:** Meals for 4 to 12, turkey or ham. The Holiday Experts® at Boston Market will handle all the cooking and seasoning. Guests 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 \$109.99.
- **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, fresh baked cornbread and a slice of apple or pumpkin pie.
- **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.
- **À la Carte:** If you know your teenage son will eat half the mashed potatoes on his own or if you want to avoid the “to sieve the gravy or not” debate for the tenth year, Boston Market has all the sides and desserts you need for a stress-free holiday.

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, November 25. In addition to online ordering via www.bostonmarket.com, orders can also be placed by calling 866-977-9090. And don’t forget, Boston Market restaurants WILL BE open on Thanksgiving Day!

For additional information, visit www.bostonmarket.com/holiday.

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 453 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. 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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