



## BOSTON MARKET EXPANDS "QUALITY GUARANTEE" WITH STRENGTHENED ANIMAL WELFARE COMMITMENT

GOLDEN, Colo. – May 17, 2017 – [Boston Market®](#), the rotisserie cooking and contemporary home style meal experts, today announced plans to further expand its "Quality Guarantee" with a strengthened commitment to animal welfare.

"By 2024, our intent is to source only chickens that are certified by the Global Animal Partnership (GAP) and processed via a multi-step, controlled-atmosphere processing system that's widely considered to be the most comprehensive and highest level of animal welfare standards," said George Michel, Chief Executive Officer of Boston Market, also known as 'The Big Chicken'. "We are committed to meeting these objectives in a way that is sustainable for our business and our suppliers, and that honors the proprietary product specifications which make Boston Market best in class in the restaurant industry."

Boston Market continues to deliver on its "Quality Guarantee" – the Company's promise of serving guests all natural and fresh, never frozen, whole chickens that are:

- U.S.-farm raised;
- Without added hormones or steroids;
- 100 percent antibiotic-free;
- MSG free; and
- Gluten free

The Company's expanded and strengthened commitment to animal welfare is an extension of this promise to Boston Market guests.

"Boston Market is going above and beyond with this commitment to be fully certified by GAP and we wholeheartedly applaud their leadership in the market," said Leah Garces, USA Executive Director of Compassion in World Farming.

"We welcome Boston Market's commitment," said Joyana Hunt, engagement specialist at The Humane Society of the United States. "American consumers are increasingly interested in

where their food comes from and the welfare of animals in the food supply, making this switch a win for customers and animals alike."

"We are committed to ensuring a high level of animal welfare, and are working jointly with our suppliers to achieve a set of ambitious animal welfare goals," said Daryl Still, Vice President of Supply Chain for Boston Market. "We believe that setting animal welfare goals is the right thing to do for our guests, and we take our responsibilities and leadership position with respect to this issue seriously. We look forward to sharing our progress with our guests as we continue this journey with our vendors and other stakeholders."

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### **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 more than 450 U.S. locations. The expert in rotisserie cooking, Boston Market prepares its fresh chicken and all natural turkey 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. In January 2017, Boston Market officially launched its "Quality Guarantee" - the Company's promise of serving guests all natural and fresh, never frozen, whole chickens that are U.S.-farmed raised, without added hormones or steroids, 100 percent antibiotic-free, MSG-free and gluten-free. For more information, visit the company's website at [www.bostonmarket.com](http://www.bostonmarket.com). For the latest news and deals, follow @bostonmarket on Twitter or join us on Facebook.

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