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Press Release

FOR IMMEDIATE RELEASE

Bob Evans Restaurants Rethinks Carryout Experience with *Taste of the Farm*

Westerville location first to feature bakery, grab & go, Bob Evans grocery products and more convenient carryout

COLUMBUS, Ohio – Dec. 10, 2009 – Consumers looking for farm-fresh goodness on the go are in luck – beginning December 18, they can stop by the Bob Evans Restaurant in Westerville, Ohio (841 N. State Street) to visit the restaurant’s new *Taste of the Farm* retail and [carryout](#) area. The Westerville restaurant will be the first with this feature and will close for the installation at 3 p.m. Sunday, Dec. 13, re-opening at 6 a.m. Friday, Dec. 18.

According to an article in *Nation’s Restaurant News*, the number of restaurant meals eaten at home is expected to grow to 20 percent over the next ten years.* “Looking at that statistic, we understand and realize that the needs and the habits of our consumers are changing and we want to be there to offer the convenience and ease of providing a meal for the family,” said Randy Hicks, President and Chief Concept Office of Bob Evans Restaurants. “Our *Taste of the Farm* initiative is an effort to meet that goal.”

New features of *Taste of the Farm* will include:

- A new Bob Evans [Catering](#) menu, which was rolled out across the chain last month, is available at the Westerville location. The menu features a variety of breakfast, lunch and dinner options serving 8-10 people. Consumers can pick up a catering menu at their nearest Bob Evans [location](#) or online at <http://www.BobEvans.com/menu/Catering>.
- Seven different [Family-Size Meals](#), available to go every day of the week, perfect for after-school dinners or weekend gatherings.
- An expanded carryout area to make purchasing and picking up a carryout, Family-Size Meal or catering quick and easy.
- A bakery featuring Bob Evans farm-fresh signature breads and new freshly baked items such as Cinnamon Bites and seasonal muffins, including Buttercream Frosted Pumpkin, Carrot Raisin and Low-Fat Blueberry.
- A Grab & Go section that will include entrée options such as Big Farm Salads and new farm-fresh wraps; as well as side items such as fresh fruit, cottage cheese, fruit and yogurt parfaits, garden salads and Bob Evans signature coleslaw.

- Favorite Bob Evans [grocery store products](#) will also be offered, including Italian Sausage, Express Maple Pork Sausage Links, Seasoned Hash Browns and Thick Sliced Hardwood Smoked Bacon.
- A newly designed retail area will feature delicious farm flavors such as Bob Evans Biscuit mix, Wild Maine Blueberry Preserves, Cinnamon Candy Apple Butter and Maple Praline Syrup.

**See accompanying fact sheet for full list of products and meal options offered.

“Whether you need to stop in before work and pick up some muffins for the office, a freshly prepared wrap or salad for lunch or one of our family-size meals to go, we believe that this new feature will help busy families and professionals,” said Hicks.

Referencing the new catering menu, Hicks said, “We realized we needed to formalize the program to meet our guests needs and believe this will add to the value and experience that our guests are looking for when they visit Bob Evans.”

To celebrate the *Taste of the Farm* opening on December 18, Bob Evans mascots Biscuit & Gravy will be on hand to take photos with children and gift packs and products from *Taste of the Farm* will be raffled off throughout the day.

For more information on Bob Evans, visit www.bobevans.com. Site visitors can sign-up for [BE-Mail](#) to receive easy home meal ideas and recipes, and the latest news on Bob Evans Restaurant menu items and promotions. Special offers include downloadable coupons and select opportunities to participate in online surveys. Check out the Bob Evans page on [Facebook](#) or follow them on [Twitter](#).

*Source: The NPD Group, *Nation’s Restaurant News*, August 13, 2009

About Bob Evans Farms, Inc.

Bob Evans Farms, Inc. owns and operates full-service Restaurants under the Bob Evans and Mimi’s Café brand names. At the end of the second fiscal quarter (Oct. 23, 2009), Bob Evans owned and operated 569 family restaurants in 18 states, primarily in the Midwest, mid-Atlantic and Southeast regions of the United States, while Mimi’s Café owned and operated 145 casual restaurants located in 24 states, primarily in California and other western states. Bob Evans Farms, Inc. is also a leading producer and distributor of pork sausage and a variety of complementary homestyle convenience food items under the Bob Evans and Owens brand names. For more information about Bob Evans Farms, Inc., visit the company’s Web site at www.bobevans.com.

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