

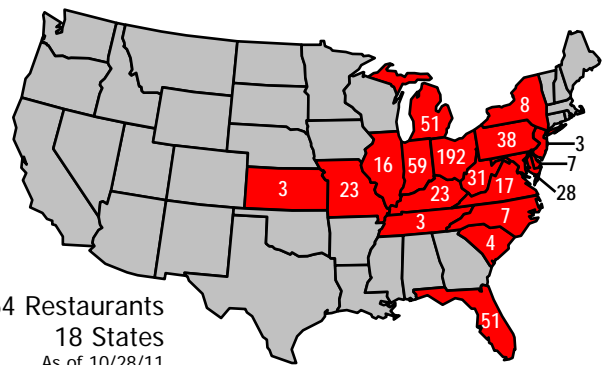


# Bob Evans FARMS® REGIONAL BRANDS *with* NATIONAL POTENTIAL

## INVESTOR FACT SHEET FISCAL 2012 Q2 NASDAQ: BOBE

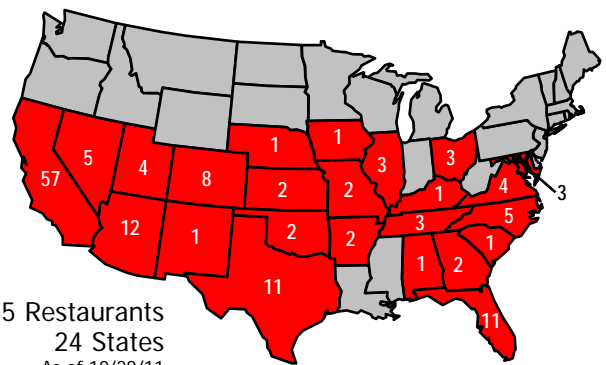
Bob Evans Farms, Inc. is a growing family of regional brands. The \$1.7 billion company owns and operates 709 full-service restaurants and a complete line of retail food products under the Bob Evans and Owens names. The Bob Evans Restaurants are located in 18 states with a heavy concentration in the Midwest. Mimi's Cafés are in 24 states with nearly one-half of the units located in California.

**NEW RESTAURANTS**  
 FY '11 2  
 FY '12E 6  
**REMODELS**  
 FY '12E 86  
**AVERAGE UNIT VOLUME**  
 \$1.72 million



564 Restaurants  
18 States  
As of 10/28/11

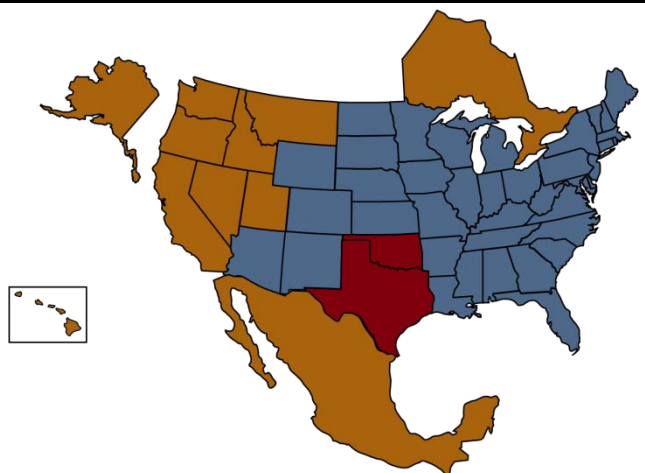
**NEW RESTAURANTS**  
 FY '11 0  
 FY '12E 0  
**AVERAGE UNIT VOLUME**  
 \$2.68 million



145 Restaurants  
24 States  
As of 10/28/11

## Bob Evans Food Products

- Bob Evans
- Bob Evans and Owens
- Bob Evans Growth Markets



# B<sup>3</sup> BEST Brand Builders

## Our VISION

Be the "Best in Class" in all of our food businesses.

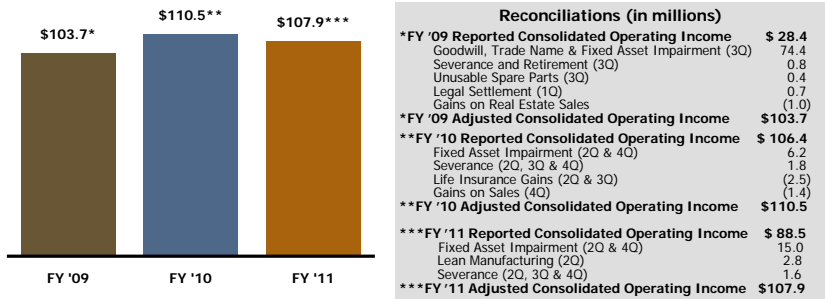
## Our MISSION

Build brand loyalty by delighting customers with high-quality, delicious products, "at our place or yours," while balancing the needs of our employees, guests and investors.



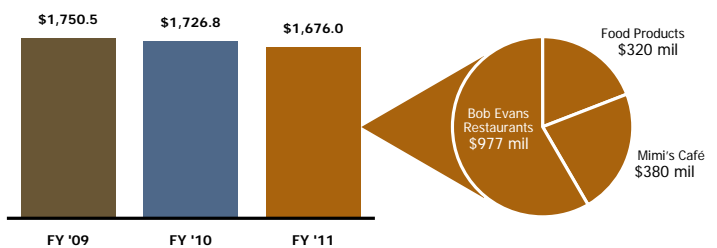
- BEST way to go to market together
- Productivity enhancements
- Systems integration
- Compensation tied to performance

## Adjusted Consolidated Operating Income (in millions)



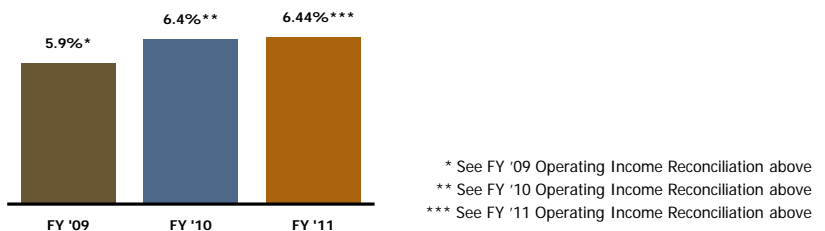
- Innovative new products
- Compelling marketing
- Outstanding service
- Strategic expansion

## Consolidated Net Sales (in millions)



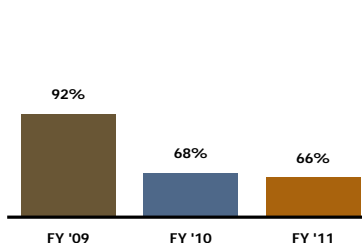
- Cost control – systems and technology

## Adjusted Consolidated Operating Margin



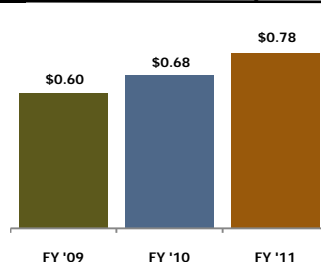
- Customer satisfaction
- Employee recruitment, training and retention
- Plant rationalization for food products

## Employee Turnover (hourly) at Bob Evans Restaurants



- Organic growth
- Share repurchase
- Dividends
- Debt reduction
- Acquisitions

## Annual dividend rate (per share)



## Total debt (in millions)

