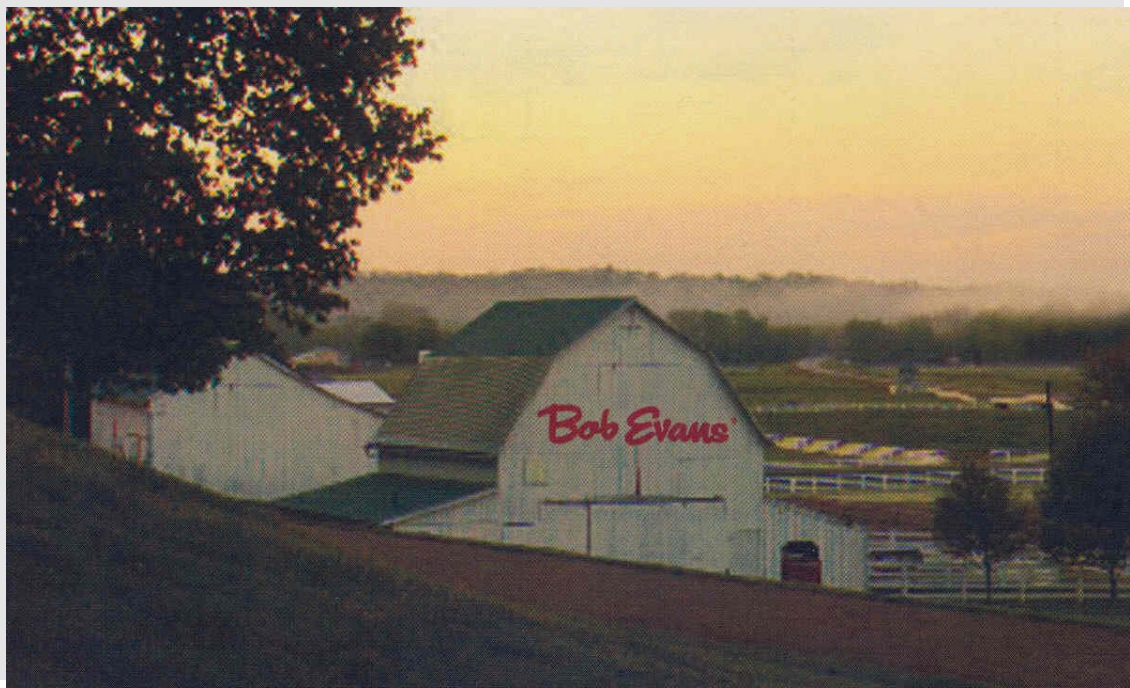


Bob Evans



Restaurant Leadership Guide



Energy, Excitement, Enthusiasm...Executed Every Day!



Restaurant Leadership Guide

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Leadership Guide

Revised: July 2010

It is an amazing story about how one man from a small farm town in Southeastern Ohio had a great product and turned it into a Family Heritage. What began as a 12-stool restaurant has turned into a strong, well-known Regional Company with National Growth Potential. The first restaurant still operates today on the company-owned Bob Evans Farm in Rio Grande, Ohio.

The late Bob Evans entered into the restaurant industry in 1946 and by living the Company philosophy, "Treat strangers like your friends and friends like your family", the company Brand has grown as a result.

Our Vision is to be the "Best in Class" in all of our food business. In order to be successful with this goal, we must hire and develop candidates who have the same core values as the founders of our company.

At Bob Evans, we pride ourselves on exceeding the expectations of our customers, our employees, and our partners. BEST (Bob Evans Special Touch) helps reinforce behaviors, which we expect from our employees and managers. BEST symbolizes core values:

- Customer Driven
- Teamwork
- Excellence
- Accountability
- Diversity
- Integrity
- Respect
- Quality & Safety
- Service
- Innovation



Bob Evans (1918 - 2007)

Bob Evans often said, "Quality is long remembered after price is forgotten." Beliefs like these formed our company and inspired our core values from day one.

The following pages provide a brief synopsis of some of the programs you can expect when you join our Bob Evans' team.

Thank you for your interest in Bob Evans Restaurants and the time you have invested with us thus far. We hope you discover our Energy, Enthusiasm, and Excitement, which is Executed Every Day!





MANAGEMENT PHILOSOPHY

Most restaurants operate with a management team structure that is somewhat unique in the restaurant industry. With this system, managers have more time to invest in the training and development of their employees. The system also allows managers to work a 5-day work week.

The team may include: the General Manager, the Assistant General Manager, the Opening Assistant Manager, Closing Assistant Manager and, in some restaurants, we utilize a Shift Leader. The General Manager will play an important role in development of the Manager In Training (MIT). It is important for MIT's to communicate with the General Manager and all the management team in the restaurant.

The General Manager reports directly to an Area Coach who has the responsibility of 5 to 10 restaurants in his/her area. The Area Coach is very interested in the success of **all** the restaurant personnel, including hourly employees and the Management Team.

TRAINING PHASES

The Bob Evans Management Development Training Program is divided into four phases:

Phase I - Orientation to the Restaurant and Employee Job Categories:

During this phase, consisting of eight to nine weeks, The MIT will be learning each employee job function and responsibility. The MIT is not expected to become proficient at these jobs, but rather to better understand the jobs **and** the employees who do those jobs. This phase of training is intended to help prepare the MIT to lead people, as well as hire and train people who will fill those jobs. Additionally, the MIT will be learning some of the administrative tasks of a Manager during this phase.

Phase II - Shift Seminar:

During the training program the MIT will be notified by the Area Coach and/ or GM about the date, time, and location of the Shift Seminar. The purpose of this seminar is to prepare the MIT for shift operations. An Area Coach will be the primary instructor/ facilitator for the Shift Seminar.

Phase III - Shift Management:

During this phase the MIT begins to learn how to manage a daily shift. With the guidance of the General Manager, the MIT performs the tasks of a Shift Manager.

Phase IV - Committing to Excellence (CTE)

The final three days of MIT development will be held at the Bob Evans Farms Corporate Headquarters in Columbus, Ohio. CTE includes topics that will help prepare the MIT for the responsibilities of a Manager. Several instructors will facilitate the class; all instructors have restaurant operations experience.

MANAGEMENT TRAINING WORKBOOK

During the first day of orientation at the restaurant, the MIT will be provided with workbooks that will outline in detail, the entire training schedule. Both the GM and the MIT will utilize the workbooks. All training workbooks are provided. These training materials will supplement the daily restaurant training.

WORKING HOURS

The normal work schedule for the MIT during the training program includes a 5-day work week, 10-hour days, 50 hours per week. Work during the first portion of the training program will primarily consist of (but not be limited to) job category tasks. The remainder of the training program will include primarily shift management responsibilities.

The MIT weekly schedule includes two days off per week. Days off will usually coincide with the GM's days off. In order to gain experience with the duties involved in opening and closing the restaurant, the specific hours of the schedule will not always coincide exactly with the hours of the General Manager.

MANAGER IN TRAINING SCHEDULES

Once you begin your training, your General Manager will set up your schedule. Following are some guidelines:

1. General Managers can change scheduled times and days based on the needs of the restaurant.
2. There will be circumstances, such as vacation and new management coming into the restaurant that will disrupt the schedule. When this occurs, the General Manager and Area Coach will work out a schedule that is in the best interest of the restaurant **and** allows management to have two days off. These days off will not necessarily be consecutive.
3. A Shift Leader may be employed at the restaurant. The schedule of the Shift Leader may vary to help the management team cover the daily shift needs **and** accommodate management days off.



MANAGER IN TRAINING ASSIGNMENT

The Area Coach determines the assigned training restaurant for an MIT, Relocation may be necessary.

Area Coaches consider three criteria when determining the assignment of the MIT:

1. The projected needs of the company at the time the MIT will complete training.
2. Where the MIT is currently located.
3. MIT personal desires.

PERSONAL APPEARANCE

The personal appearance of Bob Evans Farms employees and management personnel directly reflects the pride within **and** the quality of the restaurants. As part of the management team, MIT's are expected to help set a positive example for all employees by following the Company's appearance standards. Appearance should be that of a professional businessperson at all times.

MALE: As a Manager in Training, the uniform will consist of dark trousers, long or short sleeved solid or business-stripped dress shirt and non-skid dress shoes. All male personnel must have a short hairstyle with the hair cut off the ears and off the collar of the shirt. Sideburns should not extend below the ear lobe. Mustaches and goatees are permitted and must be neatly trimmed. Beards are not permitted.

FEMALE: As a Manager in Training, the uniform will consist of a dark skirt or slacks, a long , 3/4 , or short sleeved shirt or blouse, and comfortable, low-heeled non-skid shoes. While on duty, managers are required to have a hairstyle that keeps hair off of the shoulders. A wig may be worn, if necessary to conform to the hair standards. Make-up, perfume and jewelry should be modest. A watch, two small earrings in each ear lobe, wedding ring, class ring and modest length necklace are acceptable.



TOTAL REWARDS

SALARY AND PAY PERIODS

The MIT salary is based on experience and geography. Salary is determined by the Area Coach. The compensation of an MIT includes both the base weekly salary and an overtime premium. The MIT receives a weekly salary during any week in which he or she works. This applies both during the job category and shift phases of training.

After the successful completion of the training program, the MIT is promoted to Assistant Manager. The Area Coach will determine if the new position warrants an increase. (Refer to Restaurant Management Salaries/Benefits). Most salary increases are based on promotions or performance achievement.

Salary increases become effective at the beginning of the next designated pay period. All Bob Evans Farms management personnel are paid every other week. Checks are issued and sent out on Friday and are normally received in the restaurant on Saturday.

To eliminate the long delay for some MIT's receiving their first pay, all MIT's hired on the first day of a bi-weekly pay cycle will be eligible for an advance pay in the amount of \$400.00, less all applicable taxes. Checks for any MIT signing up for this advance will be sent to the MIT's training restaurant on the second Friday after the MIT start date. The advance pay will then be deducted from the MIT's first regular paycheck.

As a manager, you will be paid by check every other week. Your check will be sent via courier service to the restaurant at which you are assigned, or you can choose to have direct deposit. All changes in your salary will take place the first day of the next pay period. Your restaurant should have a current pay schedule available.

Direct deposit is available to all managers (except those in New York). See GM or Area Coach for details.

ASSISTANT MANAGER PAY VOUCHER

Assistant Managers who work an extra day in a given week, exceeding a five (5) day work week, will be paid \$150 in addition to their salary **OR** the Assistant Manager has the option of taking an additional day off at a future agreed upon (with their General Manager) date. The Assistant Manager can choose either the \$150 or the extra day off.

The pay voucher amount will be paid on the next pay period after the Bob Evans Farms Payroll Department receives the voucher.



RESTAURANT MANAGEMENT BONUS OPPORTUNITIES

The Area Coach can give explanations pertaining to the following:

All Management

- Quarterly Balance Scorecard Bonus
- Yearly Steritech Bonus
- New Restaurant Transition Bonus

General Manager Only

- PIP-R

DISTRIBUTION OF BONUS

You must be employed with the company and be classified as a management person at the end of the quarter to qualify for bonus.

All bonus and sales incentive checks are distributed to Assistant Managers, Assistant General Managers, and General Managers on a quarterly basis, unless otherwise noted. The checks are given during the month following the end of the fiscal quarter.

PERFORMANCE APPRAISALS

Throughout the training program, the General Manager and the Area Coach evaluates the progress and performance of the MIT. Additionally, the MIT is encouraged to self-evaluate progress and performance *and* discuss any concerns with the General Manager and Area Coach. Discussions with the General Manager and the Area Coach can be valuable tools for feedback. A MIT should seek feedback and participate in discussions with the GM and AC.

MEALS DURING WORK

Your meals as a manager are provided at the restaurant's expense while you are on duty. Managers should eat their meals in the dining area; always allowing at least one manager to be on the floor at all times. Off duty managers and all other Company management and employees do enjoy a 20% discount when dining in a Bob Evans restaurant.



PAID TIME OFF

Any management person hired between May 1 and December 31 will be entitled to one full week of paid time off beginning May 1 of the following year. Any management person hired in January, February, March or April will be entitled to four days paid time off beginning May 1. All other paid time off schedules remain the same. Paid time off is earned as of May 1 each year.

After one full year of service, one week of paid time off is awarded; after two years, two weeks; after eight years, three weeks; and after fifteen years, four weeks. For example, to determine the year in which you will be eligible for two weeks of paid vacation, add two years to the year in which you were hired, and effective May 1 of that year you will be eligible for two weeks of paid time off.

<i>Year 1</i>	<i>Year 2 – 7</i>	<i>Year 8 – 14</i>	<i>Year 15+</i>
One Week of paid time off	Two Weeks of paid time off	Three Weeks of paid time off	Four Weeks of paid time off

If you were an hourly employee before you went into management, paid time off is determined by your full time hire date.

Paid time off is to start the first working day following your scheduled days off and must be taken as a full week. All paid time off must be scheduled through your Area Coach, who must also approve any changes or exceptions to this policy. Paid time off may not be accumulated; it must be taken by the end of the fiscal year ending in April.

SERVICE RECOGNITION AWARDS

Bob Evans Farms values our people and we are fortunate to have many long-term employees. The service recognition award program was implemented to express Bob Evans Farms deep gratitude and appreciation for all your hard work and loyalty throughout the years.

Bob Evans often said, “Everybody is somebody at Bob Evans.” This program and others demonstrate our companies’ commitment to our employees and management.





TOTAL REWARDS BENEFITS-AT-A-GLANCE

The summary below lists the benefits offered to restaurant management personnel. Next to the benefit is listed the three management classifications. An "X" indicates which benefit is available for employees in that job classification. A detailed explanation of these benefits follows:

Benefit	GM	AGM	AM
Group Health Plan includes Health, Vision, Dental, and Prescription Drug Plans	X	X	X
Disability Insurance – Short and Long Term	X	X	X
Medical Reimbursement Plan	X	X	X
Basic Life Insurance	X	X	X
Basic AD&D Insurance	X	X	X
Voluntary Life and AD&D Insurance	X	X	X
Paid Time Off	X	X	X
401(k) Retirement Benefits	X	X	X
Salary Continuation	X	X	X
\$1,500 Management Bounty Program	X	X	X
Restaurant of the Year Recognition	X	X	X
Service Recognition Award	X	X	X
Bonus System	X	X	X
PIP-R	X		
Education Assistance	X		
Accident Free Award	X		
Outstanding Mentor Award	X		
20% Employee Dining Discount	X	X	X
\$150 Pay Voucher			X
Stock Purchase Plan	X	X	X
Direct Deposit	*X	*X	*X
Scholarship Program	X	X	X

**New York employees are not eligible for direct deposit.*

Benefits

HEALTH, EYE, AND DENTAL INSURANCE

Bob Evans Farms provides health, dental, and vision insurance for all managers. The plan is provided to our company through reputable carriers. This insurance provides coverage for you and your dependents, with a portion of premium paid by Bob Evans Farms. Your coverage becomes effective the first day of the month, following 30 days of full-time employment. (Example: Hired May 10th, coverage effective July 1st.) Your benefits paperwork will be sent to your restaurant. Always keep records of medical expenses incurred by each member of your family covered under this policy. If you have questions or issues regarding your benefits call the Employee Service Center at 1-877-789-2623.

If you did not enroll when you first became eligible for health insurance, you will have to wait to enroll during the open enrollment period. If you experience a family status change during the year you have 31 days to make a change from the effective date. Family status changes are in the event of marriage, birth of a child, divorce, death, or change in spouse job status.

Please refer to the health insurance booklet you received at the time of hire for complete details.

Right to Continue Health Insurance

You and your dependents have the right to elect to continue group health coverage if it would terminate for certain specified reasons. This continuation is in accordance with the requirements of Federal Law (PL 99-272) as amended. The continuation is available in the event coverage would terminate due to any of the following qualifying events:

1. Termination of employment for any reason, except gross misconduct.
2. Loss of eligibility due to reduced work hours.
3. Your death.
4. Your divorce.
5. Ceasing contributions as to a spouse from whom you are legally separated.
6. A dependent child ceasing to meet the Plan's definition of a dependent. A child eligible to be continued under the health plan's handicapped child provision will still be considered to have dependent status.
7. A dependent's loss of eligibility because you become entitled to Medicare benefits.

Medical / Dependent Reimbursement Account s

By using pre tax dollars, you may set aside money out of your pay check to cover medical or dependent care expenses. Read the "Section 125 Cafeteria Plan Summary" in your insurance packet carefully before making your elections into the Medical Reimbursement Account.

LIFE INSURANCE

When you become an Assistant Manager, Bob Evans Farms provides \$10,000 of group life insurance for you. You may assign anyone you wish as the beneficiary of this policy. Once promoted to General Manager life insurance will be increased to \$50,000.



VOLUNTARY LIFE INSURANCE

At the time you become eligible for the 401k retirement plan, you will also become eligible for voluntary life insurance. You may purchase as little as \$10,000 on yourself. You are guaranteed the right to purchase at least \$50,000 to a maximum of five times your annual compensation without being subject to Evidence of Insurability (EOI). If you choose not to enroll in voluntary life insurance you will be subject to EOI at open enrollment if you purchase more than \$10,000. You may also purchase spouse and child life insurance. When you become eligible you will receive the appropriate information and enrollment forms at your unit.

SALARY CONTINUATION

The Company underwrites salary continuation protection when an injury or illness prevents a management person from working. The policy for the General Managers, Assistant General Managers, and Assistant Managers is described in the Management Handbook.

There is no salary continuation benefit for Managers in Training.

DISABILITY INSURANCE

There are two parts to your disability policy:

Short Term Disability Benefit paid by the company at 40% of your pay not to exceed \$200 per week, maximum of 26 weeks, depending on your classification. You may elect to buy up to 60% of your pay to not to exceed a maximum of \$1,500 per week.

Long Term Disability paid by the company 40% of your pay to a maximum coverage of \$1,500 per month. You may elect to buy up to 60% of your pay not exceed a maximum of \$6,000 per month.

Under our disability policy, we will work closely with Cigna insurance the administrator of the plan and your doctor to return you to work as quickly as possible.

The disability benefit does not become effective until your promotion to Assistant Manager. Please see your disability booklet for more details.



401K RETIREMENT PLAN

This summary outlines the main features of the Bob Evans Farms, Inc. & Affiliates 401(k) Retirement Plan (the Plan). It should be remembered that this is a summary, not a substitute for the legal documents governing the Plan. If there is an inconsistency between the summary and the legal documents, or a question should arise which the summary does not answer, the legal documents will control.

Eligibility: The Plan's eligibility requirements are: Attainment of age 19 with 1,000 hours of service within a consecutive 12-month period. New participants will receive an enrollment packet the month following their attainment of eligibility.

When you are hired with the Company, you may elect a percent of pay to be contributed to your retirement account on your Form W-4. If you make no election to the contrary on your Form W-4, as of the first day you are eligible to participate in the Plan, 2 percent of your compensation will automatically be contributed to your account on a before-tax basis. Upon first becoming eligible to participate, you should contact the Web site or Voice Response System (Hot Link) for the Plan to elect how your contributions will be invested. If you do not elect how your contributions will be invested, they will be invested in the Fidelity Advisor Freedom Fund closest to, without exceeding the year that you attain age 62. To change the percentage of your before-tax compensation which is contributed to the Plan, or to stop your before-tax contributions, contact Hot Link. To access Hot Link log on to www.bobevans.com/401k (www.benefitsweb.com/bef.html) or call, toll-free 1-888-BEF-401K (1-888-233-4015).

Before-Tax Contributions: Once you are a participant in the Plan, you may make before-tax contributions to your retirement account. You may contribute from 1 to 25 percent of your gross compensation up to the annual limit as set by the Internal Revenue Service. You may make changes to your contribution rate on a monthly basis.

After-Tax Contributions: Eligible tipped employees (servers) may contribute to the Plan on an after-tax basis (401(a)) as well as 401(k). If contributions cannot be withheld on a before-tax (401(k)) basis, the deduction will be made on an after-tax basis, up to the contribution percentage elected, through automatic payroll deduction.

Investment Elections: Investment elections must be in 5 percent increments and must equal 100 percent. Investment changes may be made daily, subject to frequent trading restrictions. Investment in the Bob Evans Stock fund is limited to no more than 10 percent.

Bob Evans helps you save for retirement. In addition to sponsoring the 401(k) Retirement Plan, the company may make additional contributions to the Plan. Matching contributions to the 401(k) retirement plan are tied to the performance of the company. The company will match your contributions based on how well we meet our business goals and historical targets.

If we meet our business goals, we will match according to historical targets. If we miss targets, we will match according. If we miss targets by a substantial amount, there could be no match at all. On the upside, if we exceed targets, we may make a larger contribution than we have historically. This aligns with our stated "Pay for Performance" compensation philosophy.

Please see company for details.



Relocation Opportunities

Great Opportunities exist for those within our company that are willing to relocate. Your success is not restricted to the boundaries of the four walls of your training restaurant.

A candidate who is willing to relocate will have the opportunity to meet new people, experience different management styles and gain knowledge that will prepare them for advancement within our company. While Bob Evans Brand is consistent throughout our company, having the ability to gain knowledge from a diverse group of people will only strengthen your ability to grow within our organization.

Regarding any potential relocation, the Company does offer a defined relocation policy. A discussion will occur with your Area Coach when there is an opportunity for relocation. Relocation assistance is based on the level within the Company. The relocation policy does include a 12 month repayment clause.





Philanthropy Philosophy

At Bob Evans we believe in giving back to others. Our business is about people, and we are proud to support the communities we serve.

We have indentified four major areas for our philanthropic efforts. Our pillars of giving focus on education, food and nutrition, health and wellness and "Helping Hands" - a focus on our employees in need.

We contribute to many causes that reflect our values and the interests of our employees, customers and stockholders.

We assist hundreds of organizations each year that are committed to improving the quality of life in our community and have special focus on impacting families with children.

Framework for Success

The BEST Restaurant Leadership Guide provides pertinent data and information, which reflects Bob Evans' commitment to management development and 'Best in Class' training while maintaining the integrity of our Best Brand Builders. This framework includes a defined process for on-boarding with Bob Evans Restaurants.

The on-boarding process, for you, has already begun. You were sought out from a large group of individuals, or maybe you sought out Bob Evans. Which ever method brought us here is the first step of the journey. The Company takes great pride in our recruitment process. Each step allows everyone to make an educated, secure decision on joining the Bob Evan's family. Bob Evans looks for success at every point. The journey for some will be successful. The defined system permits Bob Evans and you to determine if Bob Evans is a right fit for all. We wish you luck with your interview progression.



A message from Chairman & CEO Steve Davis

We're very pleased you're considering becoming part of the Bob Evans Farms family. That family feeling is part of what sets our brand apart, and each member of our team is important as we work to accomplish success. We've developed the BEST Brand Builders (also referred to as B3) to keep ourselves on course to reach our goal: To be best in class in our restaurants while building the brand nationally. As an assistant manager, you will interact with our guests every day, and I ask your commitment to living the BEST Brand Builders in everything you do. They are:



-  Our first brand builder — **Win Together as a Team** — is perhaps our most important, because we cannot accomplish anything unless we work together.
-  We also strive to **Consistently Drive Sales Growth**. This means getting more guests in our restaurants, suggestive selling at every table.
-  We aim to **Improve Margins with an Eye on Customer Satisfaction** — keeping guests satisfied with high-quality products while improving our profitability.
-  We pledge to **Be the BEST at Operations Execution**, improving guest satisfaction every day, minimizing service “dissatisfiers,” driving efficiency and productivity and committing to the highest food safety standards with the highest quality products.
-  Finally, we **Increase Returns on Invested Capital**, protecting our assets, caring for our restaurants and equipment, and ensuring a return on our investments. I'd encourage you to think of our company as your company, and act like an owner to accomplish this last Brand Builder.

If we follow these Brand Builders, we'll accomplish our goals, allowing us to share our success with our employees, our shareholders and our communities. Thank you for doing your part!

Steve C. Davis