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## PRESS RELEASE

### **Bob Evans Farms Announces Major Investment in Historic Farm in Rio Grande, Ohio Company's Cultural Touchstone to be Refreshed in 2011**

**Columbus, OH (March 3, 2011)** – Bob Evans Farms, Inc., today announced its contracting partners on a \$3+ million project to restore, renovate and refresh its company-owned Farm and historic first restaurant in Rio Grande, Ohio. Work on phase one of the Bob Evans Farm renovation project will begin in March.

“The Bob Evans Farm is an important brand beacon,” says Farm Manager Ray McKinniss. “It’s pictured on our menus, in our advertising and on our food products packaging. It’s the inspiration for so much of what we do. Fans of Bob Evans love to enjoy lunch at the first restaurant, visit our Homestead Museum and explore all the Farm has to offer. Investing in its future is an investment in the entire brand.”

Each year in the fall, tens of thousands of visitors visit to the Farm to celebrate the Bob Evans Farm Festival. Guests enjoy entertainment, arts and crafts, farm contests, food, children’s activities and demonstrations. The Farm also offers year-round attractions like hiking, camping, horseback riding, a museum dedicated to the history of the brand and more.

Many contractors local to Southeast Ohio, where the Bob Evans Farm is located, won subcontracting bids. Surveying work will be handled by Exline Surveying in Jackson, Ohio; Plumbing by Carter’s Plumbing in Gallipolis, Ohio; paving and gravel by Supreme Asphalt in Bidwell, Ohio; Seeding for the farm grounds will be done by C. Neal Excavating in Bidwell, Ohio - all subject to mutually agreeable contracts.

The general contractor of the project is Axis Construction in Groveport, Ohio and RDA of Columbus, Ohio, has served as development manager for the project.

The announcement of the Farm renovation comes on the heels of the Bob Evans Farms’ February 7 announcement that it will complete renovation of its entire 30-restaurant Dayton, Ohio, market in April. The renovation project is an investment in the brand – and in the State of Ohio.

“Our new ‘Taste of the Farm’ retail concept, Farm-Fresh Refresh project in Dayton and new menu items like our Big Farm Burgers were inspired by the Farm and our founder’s belief in the importance of local agriculture and freshly made, homestyle food,” says Randy Hicks, president

and chief concept officer of Bob Evans Restaurants. “It’s exciting to be able to reinvest in the birthplace of the brand.”

The first phase of the Farm renovation project will include:

- The renovation of an existing barn to a flexible space that can host receptions, meetings and other events – all with the option of delicious Bob Evans catering.
- Visitors will enjoy an enhanced entry to the Homestead museum featuring organic gardens and other beautification elements.
- Work will begin to create a new music amphitheatre for future concerts and performances.
- The historic Adamsville log cabin village will be relocated closer to the Homestead so more visitors are able to enjoy them.
- The Farm Festival field will be graded and improved to prevent flooding, improve accessibility and overall experience.

The first Bob Evans restaurant, also located on the property, is also scheduled for a remodel in 2011. These changes will ensure that the Bob Evans Farm is a beautiful year-round attraction for visitors for many years to come.

The Farm renovation project is expected to be completed in late summer, before the 41<sup>st</sup> annual Bob Evans Farms Festival October 14 – 16, 2011.

For further information on our plans for the Farm, be sure to check our company website at [www.bobevans.com](http://www.bobevans.com) and follow our Bob Evans Farm Manager Ray McKinniss on Twitter @FarmManRay.

Learn more about the Farm at <http://www.bobevans.com/ourfarms/Default.aspx>

Read more about the Farm Festival at <http://www.bobevans.com/ourfarms/bobevansfarm/annualfarmfestival.aspx>

To learn about all the historical features of the Farm, from the Indian burial mound to the Revolutionary War cemetery to the Old Welsh Church, check out: <http://www.bobevans.com/ourfarms/bobevansfarm/farmhistory.aspx>

#### **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 third fiscal quarter (Jan. 28, 2011), 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 [www.bobevans.com](http://www.bobevans.com).