

B³ BEST Brand Builders



Our VISION

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

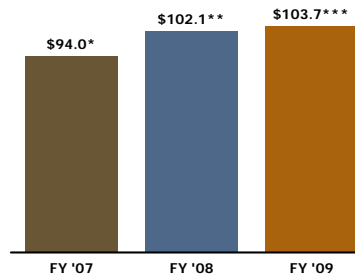
Our MISSION

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 stockholders.



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

Adjusted Consolidated Operating Income (in millions)

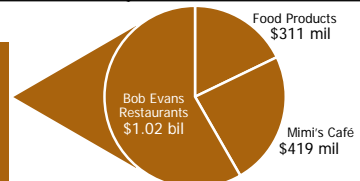
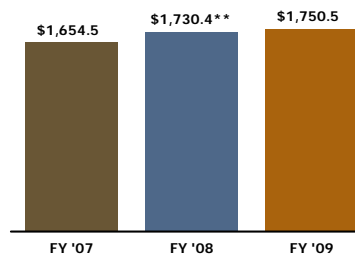


Reconciliations (in millions)	
*FY '07 Reported Consolidated Operating Income	\$98.4
Gains on Real Estate Sales	(4.4)
**FY '07 Adjusted Consolidated Operating Income	\$94.0
**FY '08 Reported Consolidated Operating Income	\$107.2
Breakage (3Q)	(6.6)
Fixed Asset Impairment (3Q)	3.7
Dispute Settlement (3Q)	0.7
Gains on Real Estate Sales	(2.9)
**FY '08 Adjusted Consolidated Operating Income	\$102.1
***FY '09 Reported Consolidated Operating Income	\$ 28.4
Goodwill, Trade Name & Fixed Asset Impairment (3Q)	74.4
Severance and Retirement (3Q)	0.8
Unusable Spare Parts (3Q)	0.4
Legal Settlement (1Q)	0.7
Gains on Real Estate Sales	(1.0)
***FY '09 Adjusted Consolidated Operating Income	\$103.7



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

Consolidated Net Sales (in millions)

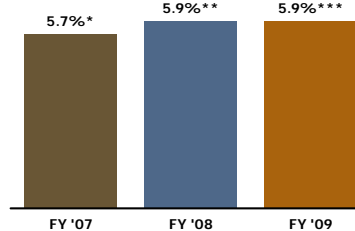


Reconciliation (in millions)	
**FY '08 Reported Consolidated Net Sales	\$1,737.0
Breakage (3Q)	(6.6)
**FY '08 Consolidated Net Sales	\$1,730.4



- Cost control – systems and technology

Adjusted Consolidated Operating Margin

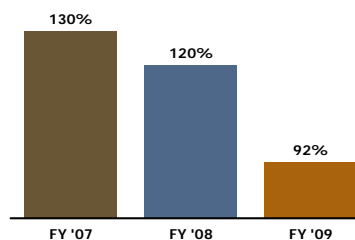


* See FY '07 Operating Income Reconciliation above
 ** See FY '08 Operating Income Reconciliation and Net Sales Reconciliation above
 *** See FY '09 Operating Income Reconciliation above



- 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

Cash Flow from Operations (in millions)

