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Boston Market Inspires Traditional Favorites with Spicy, Sophisticated Tastes

New, Chef-Inspired Entrée, Sides, and Dessert Reflect Changing American Palate

GOLDEN, Colo. (February 18, 2008)— American palates are craving flavorful, exotic cuisine, and to reflect these tastes, Boston Market today announced the addition of four new menu items: Chipotle Meatloaf, Asiago Creamed Corn, Roasted Garlic Mashed Potatoes, and a rustic French-style Apple Galette dessert. These traditional American favorites are inspired with flavors from around the world and are part of Boston Market’s strategy to consistently introduce new products throughout 2008.

“Boston Market is known and loved for its traditional fare,” said Judy Cantrell, Chief Brand Officer. “The introduction of new items helps us maintain our traditional fare and at the same time, introduce global flavors that reflect our guests’ evolving tastes.”

American families are exposed to a wider variety of ingredients in television cooking shows and international travel, and they are looking for these flavors in restaurants and at home. As a leader in home-meal replacement, Boston Market strives to provide new flavors in their classic, home-style dinners for busy families that don’t have the time to prepare it themselves. To accomplish this, Boston Market’s chefs identify trends and quality ingredients to blend classic tastes with craveable new flavors.

“A traditional family dinner may look similar to dinner served 30 years ago, but the flavors have become spicier, more exotic, and more sophisticated,” said Gerard Lewis, Executive Chef. “Some of that has to do with the changing American demographics.”

Influenced by a growing Hispanic population, once foreign spicy flavors like Chipotle peppers are now staples in the American diet. According to the U.S. Census Bureau, by 2010 the number of Hispanics in the U.S. is projected to be 43.7 million, and by 2020, it will reach 55.1 million, accounting for 17 percent of the U.S. population. To incorporate this flavor into its menu, Boston Market bakes its traditional meatloaf with a smoky, spicy Chipotle sauce, and tops it with Chipotle-infused beef gravy and cheddar cheese.

New, gourmet sides include an Asiago Creamed Corn dish, which features sweet kernel corn steeped in a rich cream sauce with aged, Asiago cheese and a touch of thyme, as well as Roasted Garlic Mashed potatoes – Boston Market’s famous mashed potatoes - enhanced with real roasted garlic and a touch of cream.

Boston Market’s latest dessert, the Apple Galette, is an American take on a traditional French favorite. Using a tender pastry crust as a base, the Galette features golden apples mixed with brown sugar, cinnamon and allspice, garnished with a crunchy streusel topping.

The Chipotle Meatloaf will be available with two sides and cornbread for \$6.99. It is a limited time offering beginning February 18th. The Apple Galette will be featured during this time with the traditional Market Feast, which serves a full meal for three at \$23.99.

About Boston Market

Boston Market Corporation, based in Golden, Colo., is a leader in the convenient, chef-inspired meals available in restaurants and in leading supermarket chains. For more information, visit the company’s Web site at www.bostonmarket.com.

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