



Media Contact:  
Sabrina Crider, 314.982.1772, [sabrina.crider@fleishman.com](mailto:sabrina.crider@fleishman.com)

**FOR IMMEDIATE RELEASE**

## **BOSTON MARKET IS GETTING SAUCY**

**Boston Market introduces five new sauces to add to the restaurant's signature rotisserie chicken**

GOLDEN, Colo. (April 12, 2010) — Starting today, Boston Market invites its guests to “Get it Saucy” with a new selection of sauces sure to please every palate. The five new sauces can be added for free to the restaurant's famous rotisserie chicken and are available for dine in, carry out, drive-thru, online and catering orders.

Ranging from tangy and exotic to fiery and zesty, Boston Market's “Get it Saucy” selection includes:

- Island Mojo - A Caribbean-inspired sauce with garlic, citrus and extra virgin olive oil. (Mild)
- Zesty Barbecue - Our signature BBQ sauce with molasses, brown sugar and pit spices mixed to create a perfect balance of sweet and spicy. (Mild)
- Sweet Thai Chili Garlic - A traditional Thai dip with chilies, rice wine vinegar and sugar. (Medium Hot)
- Frank's Sweet Heat - A popular Red Hot Wing sauce featuring aged cayenne, red peppers, tomatoes, honey and molasses. (Medium)
- Honey Habañero - A mix of one of the world's hottest peppers with some sweetness and a little southwestern kick. (Medium Hot)

“We continually seek innovative additions to our menu, and we are thrilled to offer these lively new sauces for guests who are becoming more exploratory with their flavor options,” said Lane Cardwell, CEO, Boston Market. “The ‘Get it Saucy’ promotion is a great way to enjoy our signature rotisserie chicken with added flavor. In fact, guests can opt to kick up their flavor on any Boston Market entrée or gourmet side with these sauces, not just chicken.”

For more information or to find a Boston Market restaurant near you, please visit [www.bostonmarket.com](http://www.bostonmarket.com).

### **About Boston Market**

Boston Market Corporation, headquartered in Golden, Colorado, has been giving time back to busy families and individuals for more than 24 years by offering fresh, home-style meals in 514 locations from coast to coast. Boston Market is a delicious staple of dinner tables across the nation, from the fresh chickens prepared in signature rotisserie ovens to its extensive selection of high-quality side dishes.

For the price of a sub sandwich and chips at other restaurants, Boston Market offers its customers taste, convenience and value. Its flavorful rotisserie chicken, turkey, meatloaf and brisket put quality and wholesomeness on the center of the plate. The restaurant was commended for its variety of healthful options by Men's Health magazine, which reported that Boston Market's "expansive menu of healthy sides and nutritionally reasonable three-piece chicken meals give diners plenty of choices."

Boston Market also is one of the country's largest providers of catering services. Its same-day ordering and delivery for corporate and personal events and functions of all sizes make Boston Market Catering a welcome relief from traditional sandwich tray selections.

Through a partnership with H.J. Heinz, one of the world's leading marketers of branded foods through supermarkets, a variety of Boston Market Frozen meals are available from grocers nationwide to take home and eat for those occasions when visiting a Boston Market restaurant is not practical.

For more information, visit the company's website at [www.bostonmarket.com](http://www.bostonmarket.com). For the latest news, deals and coupons, follow @bostmarket on Twitter or join our Fan Page on Facebook.

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