



Bob Evans Easter Farmhouse Feast Offers More Family Time On Holiday

March 3, 2008

The Bob Evans Farmhouse Feast is making a return, just in time for Easter. The feast - a fully-cooked, heat-and-serve meal which feeds six to eight people, offers families the opportunity to spend more time together and less time in the kitchen on the holiday weekend.

The meal is available by pre-order at Bob Evans Restaurants beginning on March 2. It may be picked up in the restaurants on March 22 or Easter Sunday, March 23. The Bob Evans Easter Farmhouse Feast features a sliced, boneless ham, mashed potatoes and gravy, buttered sweet corn, green beans with ham, coleslaw, rolls, banana nut bread and peach deep-dish cobbler.

With a price of \$74.99 and a cook time of approximately one hour and 15 minutes, the meal is a perfect way for a family to serve a home-cooked meal without spending hours in the kitchen, according to Bob Evans Restaurants Marketing Manager Lauren Seckel. "Easter weekend is a time that's traditionally spent with family, and Bob Evans is offering the gift of time during this special holiday."

Bob Evans Restaurants introduced a similar Farmhouse Feast during Thanksgiving, and received excellent feedback. "Response from guests who ordered our Thanksgiving Farmhouse Feast was so overwhelmingly positive, that we decided to offer the same type of meal for the Easter holiday," said Seckel. "In our customer research, nearly every customer who ordered was overwhelmingly satisfied and said they would purchase the Farmhouse Feast again and would recommend it to their family and friends. We anticipate that consumers will again choose the signature Bob Evans dishes and ease of preparation that this meal provides."

Customers who would like more information about the Farmhouse Feast can visit the company's Web site at www.bobevans.com.

In addition to promoting the meal in the restaurants, Bob Evans will support the Farmhouse Feast with advertising in free-standing inserts in daily newspapers across Ohio, Indiana, Michigan, West Virginia and Pittsburgh.

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. 25, 2008), Bob Evans owned and operated 580 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 126 casual restaurants located in 22 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 the company's Web site at www.bobevans.com.

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