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## Press Release

FOR IMMEDIATE RELEASE

### **Bob Evans Celebrates “National Biscuit Month” and “National Biscuit and Gravy Week”**

*Users Can Retweet and Find the Biscuit and Gravy Mascots to Win*

**COLUMBUS, Ohio – Aug. 24, 2009** – For the past 60 years, Bob Evans Restaurants have served fresh buttermilk biscuits to hundreds of thousands of guests. September marks “National Biscuit Month” and “National Biscuit and Gravy Week,” and Bob Evans is celebrating in a big way in honor of one of its signature specialty breads.

"Because Bob Evans is known for its fresh buttermilk biscuits, we decided to really take ownership of National Biscuit Month, and also of Biscuit and Gravy Week with interactive, social media contests for our users," said Stephanie Busack, Bob Evans digital marketing manager.

Not only does Bob Evans serve biscuits and gravy at restaurants, but the product is also sold at grocery stores, and has the [signature recipe on www.BobEvans.com](http://www.BobEvans.com).

Events and contests for National Biscuit Month and Biscuit and Gravy Week consist of:

- August 24 – August 31: **Bob Evans Twitter Retweet Contest** – The 25<sup>th</sup> person to retweet @bobevansfarms using the hashtag #BEF with a promotional message about the September campaign will win a \$50 Bob Evans Gift Card. This contest will take place at two different times throughout the last week of August, so followers are encouraged to check back often.
- September 1 – September 30: **Bob Evans Twitter Trivia Contest** – During the 22 weekdays in September @bobevansfarms will post one trivia question related to biscuits, gravy and Bob Evans history. The first follower to tweet the correct answer will win a \$10 Bob Evans Gift Card and Bob Evans grocery product coupons.

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- September 7 – September 11: **Where are Biscuit and Gravy Mascot? Contest** – Facebook fans can log on to the Bob Evans fan page and check the photo clues to help locate Bob Evans mascot's Biscuit and Gravy. The first person to correctly answer where Biscuit and Gravy are located on Bob Evans Facebook Wall will win the prize package of the day.

"Using our Facebook and Twitter pages, we have created a dynamic promotion for each, allowing Bob Evans to stay top of mind, extend our digital reach and engage both audiences throughout the month of September," said Busack.

To participate in all of the fun this September, become a fan of Bob Evans on [Facebook](#) and follow @bobevansfarms on [Twitter](#). To learn more about Bob Evans Biscuit & Gravy promotion, visit [www.BobEvans.com/Biscuit](http://www.BobEvans.com/Biscuit).

#### **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 fourth fiscal quarter (April 24, 2009), Bob Evans owned and operated 570 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 144 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 the company's Web site at [www.BobEvans.com](http://www.BobEvans.com).

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