



## **Bob Evans Thanksgiving Farmhouse Feast Gives Families the Gift of Time on Holiday**

COLUMBUS, Ohio, Oct 2, 2007 (PrimeNewswire via COMTEX News Network) -- Families looking to spend more time with their loved ones on Thanksgiving can turn to Bob Evans Restaurants to provide an easy and delicious solution to a traditional homestyle meal at home. Bob Evans Thanksgiving Farmhouse Feast, a fully-cooked, heat-and-serve meal that feeds six to eight, will be available by pre-order at all Bob Evans Restaurants beginning Nov. 1. Featuring the same homestyle food that is served in Bob Evans Restaurants, the feast will be available for pickup the day before Thanksgiving.

The meal includes Bob Evans' signature slow-roasted whole boneless turkey breast, bread and celery dressing, mashed potatoes, buttered sweet corn, green beans, cranberry orange relish, gravy, rolls, pumpkin bread and pumpkin pie with whipped topping, for \$74.99. With a cook time of approximately one hour and 30 minutes, the meal can save an average family many hours of shopping, preparation and cooking time.

"The National Restaurant Association reports that 53 percent of households already use restaurant-prepared takeout items for all or part of their holiday meals, and the research firm NPD Group reported that in 2006 six percent of consumers were expected to purchase pre-made Thanksgiving meals from a restaurant, caterer or supermarket," said Bob Evans Farms Senior Vice President of Restaurant Marketing Mary Cusick. "Bob Evans has noticed that many of our customers purchase their mashed potatoes, their dressing, rolls and pumpkin pie from our restaurants to complete their Thanksgiving meal. Packaging all of their favorites with our slow-roasted turkey as part of the Farmhouse Feast will make it even more convenient for them. The Farmhouse Feast will allow our customers to have a delicious Thanksgiving meal at home while spending more time with family and less time in the kitchen."

Bob Evans carryout sales Thanksgiving week are nearly 50 percent higher than average, with items like pumpkin pie and side dishes (mashed potatoes, dressing, green beans, etc.) each up over 400 percent in volume sold, and rolls and cranberry relish up over 1000 percent in volume sold. "Bob Evans clearly has credibility with customers when it comes to quality homestyle food they want to share with their family," said Cusick. "With the availability of our signature slow-roasted turkey and the ease of picking up the entire meal in one easy-to-carry cardboard container to be heated the next day, we're sure Bob Evans is introducing a feast that will be appreciated by families."

The Bob Evans Thanksgiving Farmhouse Feast may be ordered beginning Thursday, Nov. 1 by calling or visiting any Bob Evans Restaurant. The meals are limited, so early ordering is recommended. All orders must be picked up on Wednesday, Nov. 21.

Bob Evans Farms, Inc. owns and operates full-service restaurants under the Bob Evans and Mimi's Cafe brand names. As of July 27, 2007, Bob Evans owned and operated 579 family restaurants in 18 states, primarily in the Midwest, mid-Atlantic and Southeast regions of the United States, while Mimi's Cafe owned and operated 116 casual restaurants located in 20 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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