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PRESS RELEASE

For Immediate Release

Bob Evans® Food Products Eases the Morning Scramble at Breakfast *Introduces new hand-held Breakfast Bakes in three delicious varieties*

COLUMBUS, Ohio (November 28, 2012) – Bob Evans Food Products introduces Breakfast Bakes, the simple goodness of breakfast in a hand-held hash brown, now available in the freezer section of your local grocery store. Retailing at \$3.99 for four individually wrapped Breakfast Bakes, your family can enjoy a complete and satisfying breakfast that's affordable and will give them the energy they need to tackle the day.

To help beat the morning scramble, you can simply heat and eat any of the three delicious varieties in just three minutes. The Sausage, Egg & Cheese variety combines Bob Evans premium sausage with scrambled eggs, warm, melted cheese and hash browns to create a simple and satisfying meal. The Bacon, Egg & Cheese variety brings together breakfast favorites in one baked-to-perfection, hand-held hash brown. Looking for a meatless option? A delicious blend of red and green peppers, fluffy scrambled eggs, hash browns and cheese make up the Southwest Breakfast Bake for the vegetable lover in your family to enjoy.

"The great thing about Bob Evans Breakfast Bakes is that they help ease the stress of the morning scramble," said Mike Townsley, President of Bob Evans Foods. "Between packing lunches and getting everyone out the door on time, the morning can easily get away from you. With Breakfast Bakes, you can now serve a complete meal-in-one made with wholesome ingredients in a matter of minutes, without the greasiness you get from ordinary hash browns. They are easy to heat and easy to eat!"

Breakfast Bakes have less than 170 calories per serving, lower sodium than other hash browns and breakfast sandwiches, and pop into the microwave for immediate enjoyment.

"The Breakfast Bakes are made with Bob Evans quality ingredients and are baked, not fried, giving a warm, right-out-of-the-oven taste to breakfast," said Townsley. "They are a quick and easy breakfast that kids will want to eat and that moms can feel good about eating, too!"

Breakfast Bakes are just one of Bob Evans Food Product's breakfast options. Also look for Bob Evans breakfast sandwiches, burritos, bowls and more in your grocer's freezer section. And be sure to check out our new sandwich packaging that takes up less space in your freezer.

To learn more about Bob Evans Food Products, visit www.bobevans.com/Grocery.

About Bob Evans Farms, Inc.

Bob Evans Farms, Inc. owns and operates full-service restaurants under the Bob Evans and Mimi's Cafe brand names. At the end of the first fiscal quarter (July 27, 2012), Bob Evans owned and operated 565 family restaurants in 19 states, primarily in the Midwest, mid-Atlantic and Southeast regions of the United States, while Mimi's Café owned and operated 145 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 convenience food items under the Bob Evans and Owens brand names. For more information

about Bob Evans Farms, Inc., visit www.bobevans.com.

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