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BOB EVANS FARMS CELEBRATES NATIONAL POTATO LOVERS MONTH

Company Provides Consumers with Products and Recipes for a Favorite Foodie Month

NEW ALBANY, OHIO (February 13, 2018) — Bob Evans Farms is celebrating National Potato Lovers Month this February with their traditional side dishes and special recipes that make easy taste delicious. According to the National Potato Commission, Americans eat an average of 117 pounds of potato products annually. Bob Evans Farms has a variety of products perfect for foodies to celebrate National Potato Lovers Month, including the company's Original Mashed Potatoes as well as various flavors like Garlic, Sour Cream & Chive, Buttermilk Red Skin, Loaded and Cheddar.

A recent Bob Evans survey (see methodology below) confirmed that mashed potatoes are one of the top three favorite side dishes of parents, single adults and children alike. 67% of respondents said they serve or eat mashed potatoes at least once a month, and 41% said they would be more likely to serve mashed potatoes if they did not have to make the dish from scratch. That's where Bob Evans comes in, providing mashed potato side dishes that taste homemade but only take six minutes in the microwave and can be used to create other yummy recipes.

BobEvansGrocery.com has a variety of recipes consumers can make with the help of Bob Evans Farms' mashed potato products that are ideal to celebrate National Potato Lovers Month. Here are three favorites:

- [Baked Potato Pizza](#): This non-traditional and fun pizza recipe combines Bob Evans Sour Cream and Chive Mashed Potatoes with bacon and cheddar cheese for a twist everyone will be talking about!
- [Chicken Shepherd's Pie](#): A delicious combination of a pot pie and Shepherd's Pie. This Chicken Shepherd's Pot Pies, topped with Bob Evans White Cheddar Mashed Potatoes, are sure to be a new family favorite recipe!
- [Crunchy Jalapeno Potato Poppers](#): Combine Bob Evans smooth and creamy Original Mashed Potatoes with fresh jalapenos for an appetizer that will turn up the heat at your next party.

Here are additional findings from the Bob Evans survey:

- 67% of the respondents serve/eat mashed potatoes at least once a month.
- 71% of respondents with children serve/eat mashed at least once a month.
- 46% of respondents with kids are likely to serve mashed more frequently if they don't have to make them from scratch than respondents without kids (39%)
- 45% of Millennials and 42% of Gen X are likely to serve mashed more frequently if they don't have to make them from scratch than Baby Boomers (37%).

For more information about Bob Evans Farms, recipe ideas, and to find grocery store locations where Bob Evans products are sold, visit www.BobEvansGrocery.com.

Methodology

The Bob Evans survey was conducted online by ORC from May 3-8, 2017, among 2,005 ORC panel members aged 25 to 65 years old with equal representation of males and females who held primary or shared grocery shopping responsibility for the household. Respondents to the survey were selected from among those who volunteered to participate in online surveys. Two thousand five complete surveys were collected using the sample framework based on U.S. Census data for age, ethnicity, gender and region.

About Bob Evans Farms, Inc.

Bob Evans Farms, Inc. is a brand born and raised on the promise of farm-fresh goodness. For more than 60 years, the company has been making delicious, quick-to-table farm-fresh food that is sold in grocery stores all over the country. Today, Bob Evans brand mashed potatoes and macaroni & cheese products are the #1 selling refrigerated side dishes in the United States*. Based in Columbus, Ohio and owned by Post Holdings, Inc., a consumer packaged goods holding company, Bob Evans Farms is also a leading producer and distributor of refrigerated potato, pasta and vegetable-based side dishes, pork sausage, and a variety of refrigerated and frozen convenience food items under the Bob Evans, Owens and Pineland Farms brand names. For more information about Bob Evans Farms, Inc., visit www.bobevansgrocery.com.

* SOURCE: IRI Total US MULO Latest 52 W/E 1/28/18.

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