



## Vanessa Lachey Shares Her Love for Bob Evans Farms with Two Special Valentine's Day Recipes

*Like the Lacheys, 48% of People Plan to Stay in This Valentine's Day*

**NEW ALBANY, Ohio, Feb. 11, 2019** – Bob Evans Farms is celebrating Valentine's Day by partnering with Vanessa Lachey, who has created two unique recipes perfect for couples or families who want to skip the crowds and celebrate at home. In fact, according to a new Bob Evans Farms® survey, 48% of people who celebrate Valentine's Day plan to spend the evening at home and, of those staying in, 80% prefer home cooking to takeout.

"Valentine's Day is a special day for Nick and me, and we love including the kids too," said Vanessa Lachey. "This year, we want to slow things down and spend the day at home. Food is my love language, so I'm treating my family to a home-cooked breakfast and dinner using recipes that I customized with Bob Evans Farms. I'm thrilled to partner with a company that appreciates recipes that are both easy *and* delicious."

Vanessa's home-cooked recipes include several favorites from Bob Evans' Family of Brands. The breakfast recipe, Spinach and Gruyere Egg White Cups with Hash Brown Crust, features Simply Potatoes® Hash Browns and AllWhites® Egg Whites. For a cozy night in, Vanessa shares her dinner recipe for Garlic and Herb Mashed Potato Bake, made with Bob Evans Original Mashed Potatoes.

"We love being a part of America's special holiday meals year after year, and that includes Valentine's Day!" said Chris Lambrix, SVP Retail Business Development at Bob Evans Farms. "We are proud to partner with Vanessa Lachey for the second time, who put a creative spin on our Simply Potatoes Hash Browns and AllWhites Egg Whites to create an easy, make-ahead Valentine's Day breakfast recipe. She also took our classic Bob Evans Original Mashed Potatoes and made them extra special for a Valentine's Day dinner. These two recipes are easy to make and are sure to impress."

### **Other survey findings include:**

*The way to your man's heart this Valentine's Day is through his stomach, but make sure it's with a home-cooked meal!*

- When asked how they prefer to enjoy Valentine's Day dinner, 86% of men said they prefer a home-cooked meal over takeout. Likewise, 73% of women agreed that a home-cooked meal was better than takeout on the big day.

*Valentine's Day isn't just for sweethearts anymore; it's a holiday for the entire family.*

- When surveyed, 58% of American couples with kids (child under the age of 18 in the household) said they'll be planning this Valentine's Day dinner for the **whole** family, instead of just for them as a couple.

*Practice doesn't always make perfect when it comes to planning Valentine's day.*

- In a recent survey, 34% of Millennials reported they do not know their Valentine's Day dinner plans until the day of. Turns out, just as many Baby Boomers (actually 1% more, at 35%) answered the same!

For more information about Bob Evans Farms and full recipes, visit [www.BobEvansGrocery.com](http://www.BobEvansGrocery.com).



### **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 70 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](http://www.bobevansgrocery.com).

\* SOURCE: IRI Total US MULO Latest 52 W/E 12/30/18.

### **Methodology**

The Bob Evans survey was conducted online by ORC, International from November 7-14, 2018, among 1,502 American adults aged 21 to 65. Respondents to the survey were selected from among those who volunteered to participate in online surveys. Fifteen hundred complete surveys were collected using the sample framework based on U.S. Census data for age, ethnicity, gender, region, and income.

**Media Contact:** Elizabeth Sedlock, [esedlock@sedlockpartners.com](mailto:esedlock@sedlockpartners.com), (636) 699-9554