



Two Ohio Restaurant Chains Honored by Turkey Industry
Bob Evans, Wendy's awarded for use of poultry products

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COLUMBUS – Two restaurant companies with headquarters in central Ohio have been recognized for their use of turkey on their menus. Bob Evans Restaurants and Wendy's International both were presented with the Fifth Annual "Turkey On the Menu" (T.O.M.) Award at the annual convention of The National Turkey Federation (NTF), February 8, 2007 in Tucson, Arizona.

The award is presented annually to restaurant chains that demonstrate market success and menu innovation with turkey products. NTF member companies nominate restaurant chains that fit the criteria of the award.

Bob Evans Restaurants impressed judges by capitalizing on turkey's versatility, taste and consumer appeal at the chain's nearly 600 locations across the country. The company was nominated by Ohio-based turkey processor Cooper Farms, Inc., headquartered in Oakwood, Ohio.

Bob Evans was selected among family-style chain nominees for its on-trend, delicious turkey creations that span menu offerings throughout the day: the Turkey and Spinach Omelet offered at breakfast, a Knife-and-Fork Turkey Sandwich at lunch, and a Slow-Roasted Turkey Melt and Slow-Roasted Turkey Breast included in the dinner entrees.

Wendy's was selected among quick-service chain award nominees for menu innovation and market success with turkey products, unparalleled by other nominees. With the rollout of three distinct turkey FRESCATA sandwiches, Wendy's demonstrates turkey's versatility, convenience and consumer appeal. The company was nominated by Cargill Meat Solutions.

"Ohio is a major state for turkey production, and we are certainly pleased that two of Ohio's leading restaurant chains acknowledge the flexibility, consumer appeal and nutrition benefits of turkey," said Jim Chakeres, executive vice president, Ohio Poultry Association. "Our partnerships with restaurants and retail operations are essential to the success of this important industry."

Chakeres said Ohio ranks 10th in the nation for turkey production. He also noted Ohio's contributions to other sectors of the industry, including the state's number-two ranking

for egg production and the millions of pounds of chicken produced in Ohio each year.

Nominees for the TOM award are evaluated based on their use of turkey on the menu, the item's consumer appeal and how the chain promotes the menu item through marketing and turkey's food-cost percentage. A panel of food-service professionals rates the entries on consumer appeal, versatility, taste, value and how the turkey application benefits the chain operation.

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About the Ohio Poultry Association

The Ohio Poultry Association, headquartered in Columbus, Ohio, represents producers and processors of turkey, chicken and eggs in Ohio. The association is dedicated to monitoring legislative and regulatory activities; taking an active role in educating and communicating information about nutrition, economic benefits and consumer tips for the use of Ohio-produced poultry; supporting best management practices at Ohio's poultry farms; and continuing to manage, maintain and improve the overall stability of the industry. For more information, visit www.ohiopoultry.org.

About the National Turkey Federation

The National Turkey Federation (NTF) is the national advocate for all segments of the \$8 billion turkey industry, providing services and conducting activities that increase demand for its members' products by protecting and enhancing their ability to profitably provide wholesome, high-quality, nutritious products. Its award-winning Web site, www.EatTurkey.com, offers consumers, food professionals and the media an extensive library of information including healthy eating and restaurant trends, turkey cuts and purchasing tips, turkey nutrition and cooking techniques, and turkey facts and trivia. Additionally, the site presents a searchable database of more than 1,500 recipes, offers a recipe e-mail program and provides special seasonal and holiday ideas. The National Turkey Federation is headquartered in Washington, D.C.

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